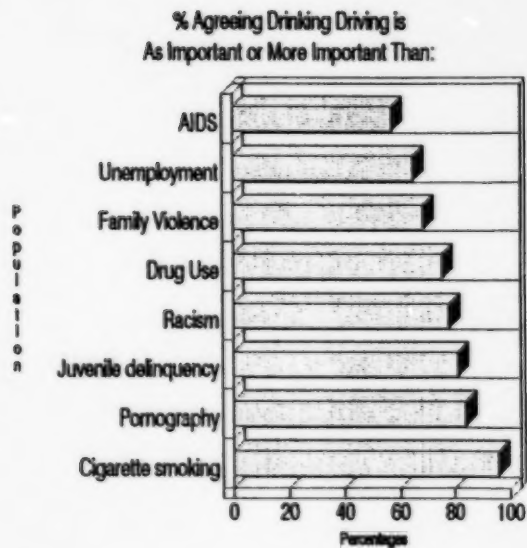




**A SURVEY OF B.C. POPULATION
ATTITUDES, KNOWLEDGE AND
BEHAVIOUR REGARDING DRINKING
AND DRIVING**



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under the direction of:

DRINKING DRIVING COUNTERATTACK PROGRAM



Province of British Columbia
Ministry of Labour and Consumer Services

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**A SURVEY OF B.C. POPULATION
ATTITUDES, KNOWLEDGE AND
BEHAVIOUR REGARDING DRINKING
AND DRIVING INCLUDING:**

- DESCRIPTIONS OF THE GENERAL POPULATION
- DRINKING DRIVERS VS. NON-DRINKING DRIVERS
- PASSENGERS OF DRINKING DRIVERS VS.
PERSONS NOT PASSENGERS OF DRINKING DRIVERS

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DRINKING DRIVING COUNTERATTACK PROGRAM

CounterAttack is a joint program of the
Ministry of Labour and Consumer Services and
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NOTE: The views expressed in this publication are entirely
those of the writer and do not necessarily represent
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Consumer Services or the Province of British Columbia.

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EXECUTIVE SUMMARY

The survey reported herein was designed to explore differences between (a) drinking drivers and drivers who did not drink and drive and (b) passengers of drinking drivers and those who had not been passengers of drinking drivers. Possible areas of differences investigated in the survey were (a) demographic factors, (b) attitudes with regard to drinking and driving, (c) past and present behaviour with regard to drinking and driving and (d) knowledge of groups campaigning against drinking and driving and other related issues.

The survey instrument was derived from the survey developed by the CounterAttack Program. It was modified to include additional questions regarding demographic characteristics of the sample and their attitudes, behaviour and knowledge with regard to drinking and driving (SEE APPENDIX).

The data were collected through interviews conducted during the two weeks prior to the initiation of the publicity for the Christmas 1988 police "blitz" enforcement roadcheck CounterAttack campaign (December 8 to January 3).

The survey involved a 20 to 30 minute telephone interview with 411 respondents over 15 years of age using an "enhanced" instrument (SEE APPENDIX) designed to investigate differences between drinking drivers and drivers who did not drink and drive and between passengers of drinking drivers and those who had not been passengers of drinking drivers. All respondents were randomly selected from the telephone accessible population of British Columbia. Sampling was achieved using a two stage panelling technique for selecting communities for inclusion in the sample and the communities were sampled according to their British Columbia population proportion. A sample of this size provides a confidence level of .05. Respondents were further randomized through use of a selection device (household resident with most recent birthday) at an early point in the interviewing process, in order to achieve a range of gender and age which is comparable to the actual population.

The survey was coded, validated and entered via SPSS-PC software. The data are described, having been analyzed by frequency of response, measures of central tendency, T-test and chi-square.

The analysis involved an investigation of province-wide patterns.

Information on the following matters were gathered:

1. Respondent (a) age, (b) marital status, (c) education, (d) work activity, (e) income, (f) type of community in

which they live and (g) gender;

2. Attitudes regarding the relative importance of the problem of drinking and driving;

3. Willingness to participate in anti-drinking driving campaign activities;

4. Approval of various strategies to reduce drinking driving;

5. Respondents' past and present behaviour with regard to reporting drinking drivers, participation in anti-drinking driving campaigns, being a passenger of a drinking driver, trying to prevent someone from drinking and driving, agreeing to be a designated driver, trying to avoid drinking and driving, and driving after drinking;

6. Driving after having used particular drugs or medication such as sleeping pills or tranquillizers, heart medication or insulin, over the counter drugs, marijuana or hashish and LSD, heroin or cocaine;

7. Respondents' history of involvement in motor vehicle accidents and drinking and driving history including 24 hour license suspensions and charges for drinking driving;

8. Driving behaviour such as swearing, passing cars, loss of temper, driving fast, making rude signs and weaving through traffic;

9. Awareness of groups campaigning against drinking driving;

10. Knowledge of the number of drinks one can have before the ability to drive is impaired and before one has reached the legal limit for drinking and driving;

11. Perceived likelihood of incurring specific consequences for drinking and driving; and

12. Knowledge and attitudes concerning the maximum and usual legal penalties for a first-time drinking driving conviction.

Summary of Findings

GENERAL POPULATION

1. Demographics

The results show the following distribution among age categories: 15.1% of the sample were under 26, 39.0% were between the ages of 26 and 40, 28.2% were between 41 and 60 and 17.8% were over 60 years old. The average age was 42.

The majority of the sample were currently married or living commonlaw (58.8%). Over one-quarter were single (26.5%), 10.3% were separated or divorced and 4.4% were widowed.

A plurality of the sample had achieved a high school diploma (31.8%) and another 30.0% had some college, some university, a college diploma or other training. Only 17.5% had a university degree while 20.7% had no schooling, elementary schooling or some high school.

The majority of the sample were currently working at a job or a business (65.8%). Nearly 17% were retired, 8.8% were either currently looking for work or enrolled as a student and 8.1% were keeping house.

With regard to total household income for 1988, a plurality of the sample made between \$20,000 and \$40,000 (38.4%). Twenty-six percent reported an income of between \$40,000 and \$60,000, 24.6% reported less than \$20,000 and 10.9% reported making over \$60,000.

The majority of the sample lived in a suburban community (57.6%). Thirty percent lived in an urban community and 12.2% lived in a rural community.

The majority of the sample were male (52.3%).

2. Attitudes

The sample was presented with eight issues; cigarette smoking, drug use, family violence, juvenile delinquency, pornography, racism, unemployment and AIDS, and asked whether, relative to these issues, they agreed or disagreed that drinking and driving was a more important problem. The results indicate that the sample viewed drinking and driving as a relatively important problem. A majority agreed it was as important or more important than all the issues they were presented with, in the following proportions; cigarette smoking (95.6%), drug use (75.4%), family violence (68.4%), juvenile delinquency (80.9%), pornography (83.8%), racism (77.9%), unemployment (64.8%) and AIDS (57.1%).

The sample was asked if they would be prepared to support or participate in activity in their community designed to reduce drinking and driving. A majority (53.8%) said they would be prepared.

The sample was presented with a list of things that could be done to reduce drinking and driving and asked if they agreed or disagreed with each of them. The list included more educational programs concerning drinking and driving, more roadblocks, stricter enforcement of existing laws, raising the drinking age, raising the driving age, more advertising against drinking and driving, more strictly controlling the sale of alcohol, providing free transportation to drinking drivers, having bars set up designated driver programs, including drinking and driving information in driver education and establishing more treatment services for problem drinkers.

A majority agreed with all the proposed strategies for reducing drinking and driving. The most popular strategies were including drinking driving information in driver education (97.8% agreed or strongly agreed), implementing more educational programs with regard to drinking and driving (91.4%), having bars and taverns set up designated driver programs (88.8%) and having police set up more roadblocks (85.8%). Over 80% of the sample also agreed or strongly agreed that there should be stricter enforcement of existing laws (83.5%) and that there should be more treatment services for problem drinkers (82.8%). The least popular strategies were raising the driving age (51.4%), raising the drinking age (51.8%) and more strictly controlling the sale of alcohol (53.8%).

The sample was asked their opinions of what the maximum legal penalties should be for a first drinking and driving conviction involving an accident but no injuries or death and for a first drinking and driving conviction involving an accident in which somebody was seriously hurt or killed.

With regard to their opinion of what the penalties should be for a first conviction in which no one is hurt or killed, a majority felt they should involve license suspension (57.6%). Over 30% felt the driver's license should be suspended from between 6 months to 3 years (32.4%). The second most frequently named penalty was a fine (22.5%). Only 3.7% of the sample thought that jail was an appropriate penalty.

The responses were then compared to what the maximum legal penalties are for a conviction of this type and classified as "correct" (naming one of the actual penalties), "less severe" and "more severe" than the actual penalties. Any one of the following responses were coded correct: license suspension from 6 months to 1 year, license suspension for 1

year and over, a fine of between \$1000 and \$5000, from 3 to 6 months in jail, a criminal record/court appearance for more than 5 points, and cancellation of auto insurance or increase in premiums. Forty percent of the sample named a penalty in the correct range while 36.3% named a less severe penalty. Only 5.1% named a penalty that was more severe than they are.

The respondents named more severe penalties for a first time conviction involving serious injury or death. Over half the sample thought that license suspension was still an appropriate penalty but recommended a longer period of suspension (32.8% felt the suspension should be for 3 years or more). Nearly one-quarter named jail as an appropriate penalty with 9.3% recommending sentences of 3 years or more.

3. Behaviour

Respondents were asked a number of questions regarding their past and present drinking and driving behaviour. When asked if, within the past month, they had been a passenger in a vehicle in which the driver had been drinking, less than one-fifth said they had (18.2%). Of those who had (N=75), 34.7% said the driver was their spouse or boy/girlfriend and 31.9% said the driver was a friend of the same sex. Nearly three-quarters of those who had been a passenger of a drinking driver did not feel they had been in any danger as a result. Those who were concerned about their safety were asked why they consented to be a passenger. The most frequently given response was a lack of alternative transportation (40.0%).

Just over one-quarter of the total sample had, at one time, reported a drinking driver to the police (27.1%). Only a very small percentage of the respondents said they were involved in any of the groups campaigning against drinking and driving (2.2%) or had participated in any campaign activity (1.5%).

The sample was asked if, during the past month, they had done anything to prevent someone from drinking and driving. The majority said they had not (77.9%). Those who had done something (N=91) were asked what relationship the person had to them and if their efforts were successful. A majority said the person was either a friend of the same sex (33.3%) or their spouse or boy/girlfriend (23.3%). The vast majority successfully prevented the person from driving (87.8%).

The sample was asked if they had driven within the past month and if they had driven during the past 3 years. Nearly 90% said they had driven during the past month (89.5%) while only 4.4% had not driven during the past 3 years. Those who had driven during the past month (N=368) were asked if they had been in a situation in which they had to drive after

having had more than two drinks. The results show only a small percentage of the drivers reported driving after drinking (15.7%). The most frequently given reason for doing so was not wanting to leave the car. The majority of the respondents who had driven after drinking reported they were drinking either in a bar (44.0%) or at someone else's home (32.0%). Nearly two-fifths of the drinking drivers had been drinking with friends of both sexes (39.2%) while another fifth were drinking with their spouse or boy/girlfriend (19.6%). A majority were drinking beer (68.0%). Slightly less than half the drinking drivers reported only drinking and driving once in the past month (47.1%). Just over 15% had driven 5 or more times after drinking.

When the respondents who said they had driven in the past month were asked if, in the past month, they had agreed to be the non-drinking driver for an occasion involving drinking, less than one-third said they had (27.2%).

These drivers were asked if they had done anything in the past month to avoid driving after drinking, if so, what they did and why they tried to avoid driving after drinking. Only 31.5% of the drivers said they had done something, the most commonly reported actions were taking a taxi, bus, subway or walking (7.9%) and asking someone else to drive (7.6%).

The most frequent reason given by those who had tried to avoid drinking and driving (N=97) was a belief it was wrong to drive while impaired (27.8%). More people were afraid of having an accident than of being caught by the police (25.8% compared to 16.5%). However, another 8.2% said they tried to avoid drinking and driving because they were afraid of losing their license or going to jail. Therefore, 24.7% of those who had tried to avoid drinking and driving did so out of fear of legal consequences (being caught by the police or losing their license or going to jail).

The drivers were asked if they had driven after using various types of drugs including prescription drugs such as sleeping pills, tranquillizers or anti-depressants; other prescription drugs such as heart medication, insulin or antibiotics, over-the-counter drugs such as codeine, antihistamines or cold medications; marijuana or hashish; and other drugs such as LSD, heroin, mescaline or cocaine. The results show few drivers driving after taking drugs or medication. The most commonly reported drug type used was over-the-counter drugs (23.8%). 14.1% said they drove after using prescription drugs such as heart medication, insulin or antibiotics, 3.0% said they drove after using marijuana or hashish and 2.2% said they drove after using prescription drugs such as sleeping pills, tranquillizers or antidepressants. No one reporting driving after using LSD, heroin, mescaline or cocaine.

Respondents who said they had driven within the past three years (N= 393) were asked three questions regarding their driving history over the past three years including have they ever had their license suspended for a drinking and driving offence, have they ever been charged with a drinking and driving offence and have they been in any accidents when they were driving. The results show that only a small percentage of the drivers reported having had their license suspended (2.7%), being charged with a drinking and driving offence (1.8%) or being in an accident (26.1%).

These drivers were presented with a number of statements about the way people drive and asked if they were true for them often, sometimes, seldom or never. The statements included "I swear out loud at other drivers", "I like to pass other cars on the highway even if I'm not in a hurry", "I lose my temper when driving", "Driving at high speeds is exciting", "I make rude signs at other drivers who annoy me", and "It is fun to manoeuvre and weave through traffic". A majority of the drivers reported that they seldom or never swear out loud (53.6%), like to pass other cars (81.6%), lose their temper (85.7%), like driving at high speeds (86.5%), make rude signs (93.8%) or enjoy weaving through traffic (95.9%).

4. Knowledge

The sample was asked if they could name any public or private groups, programs or organizations that campaigned against drinking and driving. MADD was the most frequently named group (53.5%), followed by CounterAttack (13.1%) and the police (9.5%).

The sample was asked how many drinks they think they can have before their ability to drive becomes impaired and before they are over the legal limit of .08 percent. A majority believed they would reach the level at which their ability to drive was impaired after having two or fewer drinks (63.8%). A smaller percentage believed they would exceed the legal limit of .08 percent after having two drinks or fewer (46.6%).

The sample was asked, on a scale of 0 to 10 where 0 means no chance and 10 means certainty, how likely it would be for a drinking driver to be in an accident, to be pulled over by the police and, if pulled over, to be charged with drinking and driving. The sample estimated, on average, that the likelihood of having an accident was 5.32, the likelihood of being pulled over by the police was 3.02 and the likelihood of being charged, if pulled over, was 5.87. Thus, the sample felt it was much more likely that a drinking driver would have an accident than that he would be pulled over by the police.

The sample was asked if they knew the maximum and usual legal penalties for a first drinking and driving conviction in which no one was injured or killed. Over fifty percent said they did not know what the maximum legal penalties were (52.1%). Nearly one-half thought the maximum legal penalties involved either a fine (21.7%) or license suspension (22.1%). Their responses were then compared with the actual penalties. One-fifth were able to name a correct penalty while 22.9% named a less severe penalty. Only one percent named a more severe penalty.

Over fifty percent said they knew the usual penalties for a first drinking and driving conviction in which no one was injured or killed. (53.3%). One-quarter of the sample thought that license suspension was a usual penalty for a conviction of this type (25.8%) while 20.9% mentioned fines. Ten percent thought that the usual suspension was between 1 to 6 months and 14.1% thought the usual fine was between \$101 and \$1000.

DRINKING DRIVERS COMPARED TO DRIVERS WHO DID NOT DRINK AND DRIVE

Drinking drivers were defined as those persons who had driven a vehicle within the past month and who reported that they were in a situation during the past month in which they had to drive after having more than two drinks (N=58).

1. Demographics

Drinking drivers tended to be younger than drivers who did not drink and drive. Sixty-two percent of the drinking drivers were under 36 years of age compared to 38.2% of the drivers who did not drink and drive. Drinking drivers were also more likely to be male (67.2% compared to 51.5% of drivers who did not drink and drive).

A much higher proportion of drinking drivers were single (37.9% compared to 22.9% of the drivers who did not drink and drive). They were more likely to be currently employed or working at a business (86.2% compared to 65.8%). This relationship is partly attributable to the age difference between drinking drivers and drivers who did not drink and drive as 17.3% of the drivers who did not drink and drive were retired compared to only 3.4% of the drinking drivers.

2. Attitudes

Very few differences emerged in the attitudes of drinking drivers compared to drivers who did not drink and drive. Drinking drivers were more likely to believe that AIDS was a more important problem than drinking and driving (66.6% compared to 38.7% for drivers who did not drink and drive). This is probably related to the fact that drinking drivers were more likely to be young and single. They were also less likely to support stricter enforcement of anti-drinking driving laws (74.6% compared to 84.6% for drivers who did not drink and drive) and to support raising the driving age (38.6% compared to 52.8% of drivers who did not drink and drive). There were no significant differences between drinking drivers and drivers who did not drink and drive regarding their opinions on what the penalties should be for a first time drinking and driving conviction.

3. Behaviour

There were several significant differences between drinking drivers and drivers who did not drink and drive in terms of reported behaviour. Drinking drivers were far more likely to report having been a passenger of a drinking driver (48.3% compared to only 13.3% of drivers who did not drink and drive), they were more likely to report having tried to

prevent someone from driving after drinking (44.7% compared to 18.6%), they were more likely to report having done something to avoid driving after drinking (62.1% compared to 25.9%), they were more likely to report having driven after using marijuana or hashish (8.6% compared to 2.0%) and they were more likely to report having had their license suspended for drinking and driving (8.8% compared to 1.3%). A larger percentage of drinking drivers said they enjoyed passing cars than did drivers who did not drink and drive (31.0% compared to 16.5%) and reported losing their temper while driving (22.4% compared to 13.0%). Also compared to drivers who did not drink and drive, they said they liked to drive fast (22.4% compared to 11.6%) and weave through traffic (5.1% compared to 3.9%).

4. Knowledge

Drinking drivers and drivers who did not drink and drive did not differ significantly with regard to their own awareness of particular groups campaigning against drinking and driving, their estimation of the number of drinks one can have before reaching the legal limit for driving, their perception of the likelihood of various consequences of drinking and driving and their knowledge of penalties for drinking and driving. The two groups did differ significantly when asked how many drinks they can have before their ability to drive is impaired. Drinking drivers were more likely to estimate three or more drinks to impairment (66.2% compared to 29.9% of drivers who did not drink and drive).

PASSENGERS OF DRINKING DRIVERS COMPARED TO THOSE WHO HAD NOT BEEN PASSENGERS OF DRINKING DRIVERS

Passengers of drinking drivers were defined as those respondents who said that within the past month they had been a passenger in a vehicle in which the driver had had more than two drinks within a few hours prior to driving.

1. Demographics

Passengers of drinking drivers also tended to be younger than those who had not been passengers of drinking drivers. Sixty-three percent were under 36 years old compared to 37% of those who had not been passengers. A greater percentage of passengers were single (42.7% compared to 22.8% of those who had not been passengers) and currently working at a job or a business (82.7% compared to 62.0%). There was also a significant difference between passengers of drinking drivers and those who had not been passengers of drinking drivers with regard to income. Passengers were less likely to report a total household income of under \$20,000 (11.9% compared to 27.6%) and more likely to report an income of over \$60,000 (19.4% compared to 9.0%).

2. Attitudes

Like drinking drivers, passengers of drinking drivers were more likely to consider AIDS a more important problem than did those who had not been passengers of drinking drivers (56.8% thought it was more important than drinking and driving compared to 39.5% of those who had not been passengers). Passengers did not differ significantly from those who had not been passengers in terms of any of the other "Importance" questions. When asked their opinion of various strategies for reducing drinking and driving, passengers of drinking drivers were less likely to agree that the drinking age should be raised (39.2% compared to 54.6% for those who had not been passengers) and that the driving age should be raised (43.3% compared to 53.3%). These "attitude" differences may be partially due to the fact that passengers of drinking drivers tend to be younger than those who had not been passengers. There were no significant differences between the two groups with regard to their opinions concerning penalties for a first time drinking and driving conviction.

3. Behaviour

Passengers of drinking drivers differed significantly from those who had not been passengers of drinking drivers on several behaviour measures. Passengers were more likely to say they had reported a drinking driver to the police (40.0% compared to 24.3% of those who had not been passengers). They were also more likely to report having tried to prevent

someone from drinking and driving (46.7% compared to 16.7% of those who had not been passengers), having driven after drinking (40.6% compared to 10.1%), having done something to avoid driving after drinking (59.6% compared to 25.2%) and having driven after using marijuana or hashish (10.1% compared to 1.3%). When asked about their drinking and driving history, passengers were more likely to report having had their license suspended for 24 hours for a drinking and driving offence (7.1% compared to 1.6%) and having been charged with a drinking and driving offence (4.3% compared to 1.2%).

Passengers of drinking drivers also differed significantly from those who had not been passengers on several measures of driving behaviour. Passengers were more likely to report that they sometimes or often enjoy passing other cars on the highway (25.0% compared to 16.9%), often or sometimes lose their temper when driving (16.7% compared to 13.7%) and often or sometimes make rude signs at other drivers (11.1% compared to 5.1%).

4. Knowledge

When asked if they could name a group or organization campaigning against drinking and driving, passengers of drinking drivers were more likely to name MADD than those who had not been passengers of drinking drivers (70.7% compared to 49.7%) and the government (13.3% compared to 5.1%). Passengers also differed significantly from those who had not been passengers when asked how many drinks they think they can have before their ability to drive becomes impaired. Forty-two percent of the passengers believed they would become impaired after two drinks or fewer compared to 69.3% of the those who had not been passengers. When asked for their estimation of the likelihood of a drinking driver getting in an accident, being pulled over by the police and being charged with drinking and driving, passengers of drinking drivers differed significantly from those who had not been passengers on two of the measures: having an accident and being charged with drinking and driving. On a scale of 0 to 10, where 0 is no chance and 10 is certainty, passengers of drinking drivers estimated the likelihood of both events as being somewhat lower than did those who had not been passengers (4.12 compared to 5.58 as the average likelihood of being in an accident and 5.21 compared to 6.03 as the average likelihood of being charged with a drinking and driving offence). There were no significant differences between the two groups with regard to their knowledge of penalties for a first time drinking and driving conviction.

Conclusions

1. The sample as a whole considered drinking and driving to be a relatively serious problem in comparison to smoking, drug use, family violence, juvenile delinquency, pornography, racism, unemployment and AIDS. The majority felt that drinking and driving was as important or more important than any of these eight issues.

2. When asked if they agreed or disagreed with a list of things that could be done to reduce drinking and driving, a majority of the sample agreed with all the items on the list. The items attaining the highest percentage of agreement were, in order, including drinking and driving information in driver education, implementing more educational programs with regard to drinking and driving, having bars and taverns set up designated driver programs, having police set up more roadblocks, enforcing existing laws more strictly and establishing more treatment services for problem drinkers. Over 80% of the sample agreed or strongly agreed with all of these strategies.

3. When asked what the maximum legal penalties should be for a first time drinking and driving conviction, over three-quarters of the sample named a penalty that was in line with or was less severe than current British Columbia maximum legal penalties. Only 5.1% named penalties that were more severe than the actual maximum legal penalties.

However, for a first time conviction in which serious injury or death is involved, the sample named much harsher penalties than those named for a first time conviction involving no injuries or death. While over half thought that license suspension was still an appropriate penalty, most of those respondents thought the suspension should be for 3 years or more. Nearly one-quarter of the sample felt the driver should be given a jail sentence with 9.3% recommending sentences of 3 years or more.

4. While CounterAttack was the second most frequently named group or organization campaigning against drinking and driving (13.1%), it still falls far behind MADD, which was named by 53.5% of the sample.

5. When asked about the likelihood of certain consequences happening to a drinking driver, the respondents felt the driver was more likely to have an accident than to be pulled over by the police. On a scale of 0 to 10, where 0 means no chance of the event happening and 10 means its certain to happen, the sample gave an average rating of only 3.02 for a drinking driver's chances of being pulled over by the police. Further, those respondents who had reported driving after drinking during the past month rated the chances even

lower, at 2.64 as did passengers of drinking drivers who gave an average rating of 2.63.

6. The respondents were asked if they had done anything in the past month to avoid drinking and driving. Of the 97 respondents who said they had done something to avoid drinking and driving, the most frequently given reason for so doing was that they felt it was wrong to drive while impaired (27.8%). This was true for drinking drivers and passengers of drinking drivers as well as the general population. The second most frequently given reason was fear of being in an accident (25.8%). Only 16.5% of the respondents who had done something to avoid drinking and driving gave fear of being caught by the police as a response. However, of the drinking drivers who had done something to avoid drinking and driving, fear of being caught by the police was the second most frequently given reason (22.6%).

7. 18.2% of the sample said that, within the past month, they had been a passenger in a vehicle in which the driver had been drinking. An analysis of the demographic characteristics of this group showed that passengers of drinking drivers tended to be younger than those had not been passengers of drinking drivers. Sixty-three percent were under 36 years old compared to 37% of those who had not been passengers. A greater percentage of passengers were single (42.7% compared to 22.8% of those who had not been passengers) and currently working at a job or a business (82.7% compared to 62.0%). There was also a significant difference between passengers of drinking drivers and those who had not been passengers of drinking drivers with regard to income. Passengers were less likely to report a total household income of under \$20,000 (11.9% compared to 27.6%) and more likely to report an income of over \$60,000 (19.4% compared to 9.0%).

8. All respondents who said they had driven within the past month (N=368) were asked if, during the past month, they had been in a situation in which they had to drive after having more than two drinks. 15.7% said they had been in such a situation. The respondents who said they had driven after drinking were asked where they had been drinking, who they were drinking with, and what they were drinking. 44.0% said they were drinking in a bar, 39.2% said they were drinking with friends of both sexes and 68.0% said they were drinking beer. These results suggest a typical profile of a drinking and driving situation involves drinking beer with friends of both sexes in a bar.

Drinking drivers tended to be younger than drivers who did not drink and drive. Sixty-two percent of the drinking drivers were under 36 years of age compared to 38.2% of the drivers who did not drink and drive. Drinking drivers were

also more likely to be male (67.2% compared to 51.5% of drivers who did not drink and drive).

A much higher proportion of drinking drivers were single (37.9% compared to 22.9% of the drivers who did not drink and drive). They were more likely to be currently employed or working at a business (86.2% compared to 65.8%). This relationship is partly attributable to the age difference between drinking and drivers who did not drink and drive as 17.3% of the drivers who did not drink and drive were retired compared to only 3.4% of the drinking drivers.

9. In addition to finding similarities between drinking drivers and passengers of drinking drivers in terms of demographics, the survey also found that there was considerable overlap between the two groups. 48.3% of the drinking drivers said they had been a passenger of a drinking driver during the past month.



INTRODUCTION

PURPOSE

The survey reported herein was designed to explore differences between (a) drinking drivers and drivers who did not drink and drive and (b) passengers of drinking drivers and those who had not been passengers of drinking drivers. Possible areas of differences investigated in the survey were (a) demographic factors, (b) attitudes with regard to drinking and driving, (c) past and present behaviour with regard to drinking and driving and (d) knowledge of groups campaigning against drinking and driving and other related issues.

METHOD

The survey instrument was derived from the survey developed by the CounterAttack Program. It was modified to include additional questions regarding demographic characteristics of the sample and their attitudes, behaviour and knowledge with regard to drinking and driving (SEE APPENDIX).

The data were collected through interviews conducted during the two weeks prior to the initiation of the publicity for the Christmas 1988 police "blitz" enforcement roadcheck CounterAttack campaign (December 8 to January 3).

The survey involved a 20 to 30 minute telephone interview with 411 respondents over 15 years of age using an "enhanced" instrument (SEE APPENDIX) designed to investigate differences between drinking drivers and drivers who did not drink and drive and between passengers of drinking drivers and those who had not been passengers of drinking drivers. All respondents were randomly selected from the telephone accessible population of British Columbia. Sampling was achieved using a two stage panelling technique for selecting communities for inclusion in the sample and the communities were sampled according to their British Columbia population proportion. A sample of this size provides a confidence level of .05. Respondents were further randomized through use of a selection device (household resident with most recent birthday) at an early point in the interviewing process, in order to achieve a range of gender and age which is comparable to the actual population.

The survey was coded, validated and entered via SPSS-PC software. The data are described, having been analyzed by frequency of response, measures of central tendency, T-test and chi-square.

The analysis involved an investigation of province-wide patterns.

INFORMATION SOUGHT

Information on the following matters were gathered:

1. Respondent (a) age, (b) marital status, (c) education, (d) work activity, (e) income, (f) type of community in which they live and (g) gender;
2. Attitudes regarding the relative importance of the problem of drinking and driving;
3. Willingness to participate in anti-drinking driving campaign activities;
4. Approval of various strategies to reduce drinking driving;
5. Respondents' past and present behaviour with regard to reporting drinking drivers, participation in anti-drinking driving campaigns, being a passenger of a drinking driver, trying to prevent someone from drinking and driving, agreeing to be a designated driver, trying to avoid drinking and driving, and driving after drinking;
6. Driving after having used particular drugs or medication such as sleeping pills or tranquillizers, heart medication or insulin, over the counter drugs, marijuana or hashish and LSD, heroin or cocaine;
7. Respondents' history of involvement in motor vehicle accidents and drinking and driving history including 24 hour license suspensions and charges for drinking driving;
8. Driving behaviour such as swearing, passing cars, loss of temper, driving fast, making rude signs and weaving through traffic;
9. Awareness of groups campaigning against drinking driving;
10. Knowledge of the number of drinks one can have before the ability to drive is impaired and before one has reached the legal limit for drinking and driving;
11. Perceived likelihood of incurring specific consequences for drinking and driving; and
12. Knowledge and attitudes concerning the maximum and usual legal penalties for a first-time drinking driving conviction.

DRINKING DRIVERS

All respondents who said they had driven a motor vehicle within the past month (N=368) were asked if, during the past month, they were in a situation in which they had to drive after having more than two drinks. Those who reported there were such situations were then asked a number of follow-up questions concerning where they were drinking, who they were drinking with, if they did anything to reduce the amount they drank, what they were drinking and how many times they had driven, in the past month, after having had more than two drinks. A total of 58 respondents (15.7% of those who had driven in the past month) reported there had been situations in which they had to drive after drinking. (NOTE: Q# N refers to the question number on the questionnaire. SEE APPENDIX).

[Q #40: "During the past month, were there any situations in which you had to drive after having more than two drinks?"]

(N=367)

No	84.2%
Alternatives available but not desirable	3.3
Didn't want to leave car/needed car	5.7
Responsible for driving others home	2.2
Unexpected emergency	0.5
No public transportation	0.5
Other	3.5

These results show only a small percentage of the sample reported having driven after drinking (15.7%). The most frequently given reason for doing so was not wanting to leave the car. Those who reported they had driven after drinking were then asked several follow-up questions.

[Q# 41: "During that occasion, where were you drinking?"]

(N=50)

In a bar	44.0%
In a restaurant	6.0
At home	6.0
At someone else's home	32.0
At a social event	10.0
Out of doors	2.0

The majority of respondents who had driven after drinking reported they were either drinking in a bar (44.0%) or at someone else's home (32.0%).

[Q# 42: "During that occasion, if you were drinking with anyone else, what was their relation to you?"]

(N=51)

Spouse/partner/boyfriend/girlfriend	19.6%
Other relatives	11.8
People you work with	9.8
Friends of both sexes	39.2
Friends of the same sex	9.8
Friends of the opposite sex	7.8
Other	2.1

Nearly two-fifths of the drinking drivers had been drinking with friends of both sexes while another fifth had been drinking with their spouse or boyfriend/girlfriend.

[Q# 43: "During that occasion, what if anything, did you do to reduce the amount you drank?"]

(N=52)

Getting filled with food	15.4%
Counting the number of drinks	7.7
Nursing a drink	13.5
Drinking low alcohol beer or wine	1.9
Drinking non-alcoholic beverages	11.5
Other	13.5
Nothing/don't know	36.5

Using food to reduce the effect of the alcohol was the most common strategy used (15.4%) by the drinking drivers, followed by nursing a drink (13.5%). 36.5% of the drinking drivers said they did nothing to reduce the amount they drank.

When asked what they had been drinking, the vast majority of the drinking drivers reported they had been drinking beer.

[Q# 44: "During that occasion, what did you drink?"]

(N=50)

Beer	68.0%
Wine	10.0
Coolers	6.0
Hard liquor (mixed drinks)	14.0
Other	2.0

These results suggest a typical profile of a drinking and driving situation involves drinking beer with friends of both sexes in a bar.

[Q# 45: "And within the last month, how many times, in total, have you driven a vehicle after having more than two drinks?"]

(N=50)

Once	50.0
Twice	22.0
Three times	6.0
Four times	6.0
Five to ten times	10.0
More than ten times	6.0

Half the drinking drivers reported only having driven after drinking once in the past month. 16.0% had driven 5 or more times after drinking.

PASSENGERS OF DRINKING DRIVERS

The sample was asked if, during the past month, they had been a passenger in a vehicle in which the driver had been drinking. If they said yes, they were asked a number of follow-up questions including whether or not they were concerned about their safety, why they consented to being a passenger and what the relationship was between them and the driver.

[Q# 31: "Within the past month, have you been a passenger in a vehicle in which the driver has been drinking? By drinking, I mean having more than two drinks within a few hours prior to driving?"]

N=411

Yes	18.2%
No	81.8

The percentage reporting they had been a passenger of a drinking driver was higher than those reporting they had driven after drinking but was still less than 20% of the total sample.

[Q# 32: "The last time this happened, were you concerned about your safety because the driver had too much to drink?"]

N=73

Yes	26.0%
No	74.0

Nearly three-quarters of those who had been a passenger of a drinking driver did not feel that they were in any danger. Those who were concerned about their safety were asked why they had consented to be a passenger. The most frequently given response was a lack of alternative transportation.

[Q# 33: "Even though you were concerned about your safety, why did you choose to be a passenger?"]

N=20

No alternative transportation	40.0%
Did not want to say no/afraid to say no	10.0
Not far to go	5.0
Everyone was doing it/peer pressure	10.0
Did not want to leave driver/to keep driver alert	15.0
Other	20.0

All respondents who reported they had been passengers of a drinking driver were then asked about the relationship between themselves and the driver. A majority reported the driver was either a spouse or boy/girlfriend (34.7%) or a friend of the same sex (31.9%).

[Q# 34: "What was the driver's relationship to you?"]

N=72

Your spouse/partner or boy/girlfriend	34.7%
Relative other than your spouse	5.6
Person you work with or business associate	9.7
Friends of both sexes	4.2
Friend of the same sex as you	31.9
Friend of the opposite sex	12.5
Stranger or person you met after you started drinking	1.4

GROUPS CHOSEN FOR ANALYSIS

For the purpose of presenting the results, three analytic groups were identified from the sample. Results are presented (1) for the sample as a whole (referred to in the tables as the Population), (2) for drinking drivers versus drivers who did not drink and drive (referred to in the tables as Drinking vs non-Drinking Drivers), and (3) for passengers of drinking drivers versus those who were not passengers of drinking drivers (referred to in the tables as Passengers vs non-Passengers).

It is possible to derive other analytic categories from the data. There was considerable overlap between drinking drivers and passengers of drinking drivers as the following table shows.

N=367

	Have been passenger	Have not been passenger
Have driven after drinking 2+ drinks in past month	48.3%	51.7%
Have not driven after drinking 2+ drinks in past month	13.3%	86.7%
SIGNIFICANT DIFFERENCE	Yes (.00)	
DEGREES OF FREEDOM	1	
CHI-SQUARE	36.9	

PLEASE NOTE: The sample size for individual tables may not always add up to the total sample size of 411. This is due to refusal to answer certain questions, "don't know" responses or screening questions which result in only a portion of the sample being asked certain questions.

Nearly half of those who reported driving after drinking also reported that they had been a passenger of a drinking driver. Therefore, a further analytic category that could be developed might compare drinking drivers that had been passengers of drinking drivers, drinking drivers who had not been passengers of drinking drivers, passengers of drinking drivers who had not driven after drinking and respondents who had neither driven after drinking nor been a passenger of a drinking driver.

This categorization was rejected on the basis of sample size and usefulness of the information. The sample size of 411 respondents is too small to derive reliable comparisons when the sample is broken down to that extent. The total number of respondents reporting they had driven after drinking was only 58 while 75 respondents reported they had been a passenger of a drinking driver. Only 28 respondents reported they had driven after drinking and had also been a passenger of a drinking driver. Thus, cell size of the resulting

tables for the combined category of drinking drivers and passengers of drinking drivers would be too small to draw valid conclusions.

Further categorization of the sample was also rejected on the grounds that the analytic categories chosen were those most useful for policy and programming purposes. Information about the attitudes, behaviour and knowledge of the population as a whole with regard to drinking and driving is useful in developing drinking driving policy. As a program committed to reducing drinking and driving, it is important for CounterAttack to collect and analyze information about the section of the population that continues to drink and drive. Such information should help CounterAttack target particular types of persons who are more likely to drink and drive. The information could also be used in developing strategies for reducing drinking and driving. Finally, CounterAttack has developed campaigns designed to reach people who agree to be passengers in cars driven by drinking drivers to inform them of the dangers involved. Information on the demographic characteristics, attitudes, behaviour and knowledge of that section of the population that continues to be a passenger of a drinking driver should be useful in further developing these campaigns.

RESULTS

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

The sample was asked a number of questions regarding age, marital status, education, occupational activity, income, type of community and gender. The results show the following distribution among age categories: 15.1% of the sample were under 26, 39.0% were between the ages of 26 and 40, 28.2% were between 41 and 60 and 17.8% were over 60 years old. The average age was 42.

The majority of the sample were currently married or living commonlaw (58.8%). Over one-quarter were single (26.5%), 10.3% were separated or divorced and 4.4% were widowed.

A plurality of the sample had achieved a high school diploma (31.8%) and another 30.0% had some college, some university, a college diploma or other training. Only 17.5% had a university degree while 20.7% had no schooling, elementary schooling or some high school.

The majority of the sample were currently working at a job or a business (65.8%). Nearly 17% were retired, 8.8% were either currently looking for work or enrolled as a student and 8.1% were keeping house.

With regard to total household income for 1988, a plurality of the sample made between \$20,000 and \$40,000 (38.4%). Twenty-six percent reported an income of between \$40,000 and \$60,000, 24.6% reported less than \$20,000 and 10.9% reported making over \$60,000.

The majority of the sample lived in a suburban community (57.6%). Thirty percent lived in an urban community and 12.2% lived in a rural community.

The majority of the sample were male (52.1%).

There were significant differences between drinking drivers and drivers who did not drink and drive in terms of some of these traits. Drinking drivers tended to be younger than drivers who did not drink and drive (62.1% were under 36 years old compared to 38.2% of drivers who did not drink and drive), single (37.9% compared to 22.9%), presently working at a job or business (86.2% compared to 65.8%) and male (67.2% compared to 51.5%). There were no significant differences between the two groups with regard to education, income and type of community in which they lived.

Passengers of drinking drivers also differed significantly from those who had not been passengers of drinking drivers on several demographic measures. Like drinking drivers, passengers were more likely to be under 36 years of age

(62.7% compared to 37.0% for those who had not been passengers), single (42.7% compared to 22.8%) and currently working at a job or a business (82.7% compared to 62.0%). Unlike drinking drivers and drivers who did not drink and drive, there was no significant gender difference between passengers and those who had not been passengers. There was a significant difference in income between passengers and those who had not been passengers, however, with passengers less likely to report a total income of under \$20,000 (11.9% compared to 27.6%) and more likely to report an income of over \$60,000 (19.4% compared to 9.0%).

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
Male	52.3%	67.2%	51.5%	58.7%	50.6%
Female	47.7	32.8	48.5	41.3	49.4
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes	(.04) 15 8.04	No	(.25) 1 1.29

[Q#53: "How old were you on your last birthday?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=304	PDD N=75	NON-PDD N=330
Under 21	7.4%	12.1%	5.3%	14.7%	5.8%
Between 21 and 25	7.7	15.5	6.6	13.3	6.4
Between 26 and 30	14.1	19.0	13.5	18.7	13.0
Between 31 and 35	12.6	15.5	12.8	16.0	11.8
Between 36 and 40	12.3	12.1	13.2	13.3	12.1
Between 41 and 45	10.4	8.6	11.5	12.0	10.0
Between 46 and 50	7.7	5.2	8.2	6.7	7.9
Between 51 and 55	5.4	5.2	5.6	2.7	6.1
Between 56 and 60	4.7	1.7	4.9	1.3	5.5
Over 66	17.8	5.2	18.4	1.3	21.5
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.05) 9 17.1		Yes (.00) 9 30.6	

[Q# 54: "What is your current marital status?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=306	PDD N=75	NON-PDD N=333
Single	26.5%	37.9%	22.9%	42.7%	22.8%
Married, common-law, living with partner	58.8	48.3	64.1	49.3	61.0
Separated or divorced	10.3	12.1	9.2	6.7	11.1
Widowed	4.4	1.7	3.9	1.3	5.1
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.05) 3 7.43		Yes (.00) 3 13.7	

[Q#55: "What is the highest level of education you have ever attended or completed?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=304	PDD N=75	NON-PDD N=331
No schooling, elementary, some high school	20.7%	15.5%	20.1%	13.3%	22.4%
High school diploma	31.8	36.2	29.6	30.7	32.0
Some college, college diploma, some university, other training	30.0	32.8	31.3	34.7	29.0
University degree	17.5	15.5	19.1	21.3	16.6
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.66) 3 1.58		No (.28) 3 3.87	

[Q# 56: "Which of the following best describes your main occupational activity during the past 12 months?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=307	PDD N=75	NON-PDD N=334
Working at a job or business	65.8%	86.2%	65.8%	82.7%	62.0%
Looking for work, being a student	8.8	8.6	7.8	12.0	8.1
Retired	16.6	3.4	17.3	1.3	20.1
Keeping house	8.1	1.7	8.5	4.0	9.0
Other	0.7	0.0	0.7	0.0	0.9
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.01) 5 2.50		Yes (.00) 4 20.5	

[Q# 58: "Approximately, what will your household's total income be for 1988?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=53	NON-DD N=270	PDD N=67	NON-PDD N=290
Under \$20,000	24.6%	18.9%	21.5%	11.9%	27.6%
Between \$20,000 and \$40,000	38.4	43.4	39.3	46.3	36.6
Between \$40,000 and \$60,000	26.1	22.6	28.1	22.4	26.9
Over \$60,000	10.9	15.1	11.1	19.4	9.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.70) 3 1.42	Yes	(.01) 3 12.6

[Q# 59: "And finally, could you tell me what community you live in so that we can affirm the accuracy of our sample?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=308	PDD N=75	NON-PDD N=335
Urban	30.0%	27.6%	28.6%	29.3%	30.1%
Suburban	57.6	58.6	58.4	60.0	57.0
Rural	12.2	13.8	12.7	10.7	12.5
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.97) 3 .253	No	(.92) 3 .508

COMPARISON OF THE GENERAL POPULATION, DRINKING DRIVERS VS
DRIVERS WHO DID NOT DRINK AND DRIVE AND PASSENGERS OF
DRINKING DRIVERS VS THOSE WHO WERE NOT PASSENGERS OF
DRINKING DRIVERS

1. Respondents' Assessment of the Relative Importance of the Problem

Respondents were presented with eight issues and asked if they agreed or disagreed that drinking and driving was more important.

[Q# 1(a): "Drinking and driving is a more important problem than:
A. CIGARETTE SMOKING

RESPONSE	POPULA- TION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=308	PDD N=75	NON-PDD N=335
Strongly agree	48.8%	55.2%	47.7%	44.0%	49.9%
Agree	42.4	32.8	44.2	44.0	42.1
Neither agree nor disagree	4.4	3.4	4.2	4.0	4.5
Disagree	4.4	8.6	3.9	8.0	3.6
Strongly disagree	0.0	0.0	0.0	0.0	0.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.21) 3 4.47	No	(.36) 3 3.24

B. DRUG USE

RESPONSE	POPULA- TION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=307	PDD N=75	NON-PDD N=332
Strongly agree	9.1%	15.5%	8.8%	10.7%	8.7%
Agree	40.3	43.1	38.4	53.5	37.3
Neither agree nor disagree	26.0	20.7	28.3	18.7	27.7
Disagree	23.6	19.0	23.5	17.3	25.0
Strongly disagree	1.0	1.7	1.0	0.0	1.2
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.37) 4 4.24	No	(.08) 4 8.48

C. FAMILY VIOLENCE

RESPONSE	POPULATION N=403	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=301	PDD N=75	NON-PDD N=328
Strongly agree	3.7%	3.4%	3.3%	1.3%	4.3%
Agree	35.2	27.6	36.2	38.7	34.5
Neither agree nor disagree	29.5	34.5	30.2	28.0	29.9
Disagree	30.3	31.0	29.6	29.3	30.5
Strongly disagree	1.2	3.4	0.7	2.7	0.9
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.31) 4 4.74	No	(.50) 4 3.33

D. JUVENILE DELINQUENCY

RESPONSE	POPULATION N=404	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=302	PDD N=74	NON-PDD N=330
Strongly agree	7.9%	5.2%	8.6%	6.8%	8.2%
Agree	51.5	55.2	50.7	60.8	49.4
Neither agree nor disagree	21.5	19.0	22.5	17.6	22.4
Disagree	19.0	20.7	18.2	14.9	20.0
Strongly disagree	0.0	0.0	0.0	0.0	0.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.72) 3 1.35	No	(.36) 3 3.19

E. PORNOGRAPHY

RESPONSE	POPULA- TION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=302	PDD N=74	NON-PDD N=328
	<u>N=402</u>				
Strongly agree	14.4%	13.8%	14.6%	14.9%	14.3%
Agree	58.2	56.9	57.1	58.1	58.2
Neither agree nor disagree	11.2	6.9	13.0	8.1	11.9
Disagree	15.4	20.7	14.6	16.2	15.2
Strongly disagree	0.7	1.7	0.7	2.7	0.3
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.72) 3 1.35	No	(.24) 4 5.47

F. RACISM

RESPONSE	POPULA- TION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=300	PDD N=75	NON-PDD N=327
	<u>N=402</u>				
Strongly agree	9.2%	13.8%	7.0%	10.7%	8.9%
Agree	57.0	48.3	59.3	58.3	57.8
Neither agree nor disagree	11.7	10.3	12.7	9.3	12.2
Disagree	20.4	24.1	19.7	24.0	19.6
Strongly disagree	1.7	3.4	1.3	2.7	1.5
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.22) 4 5.79	No	(.75) 4 1.91

G. UNEMPLOYMENT

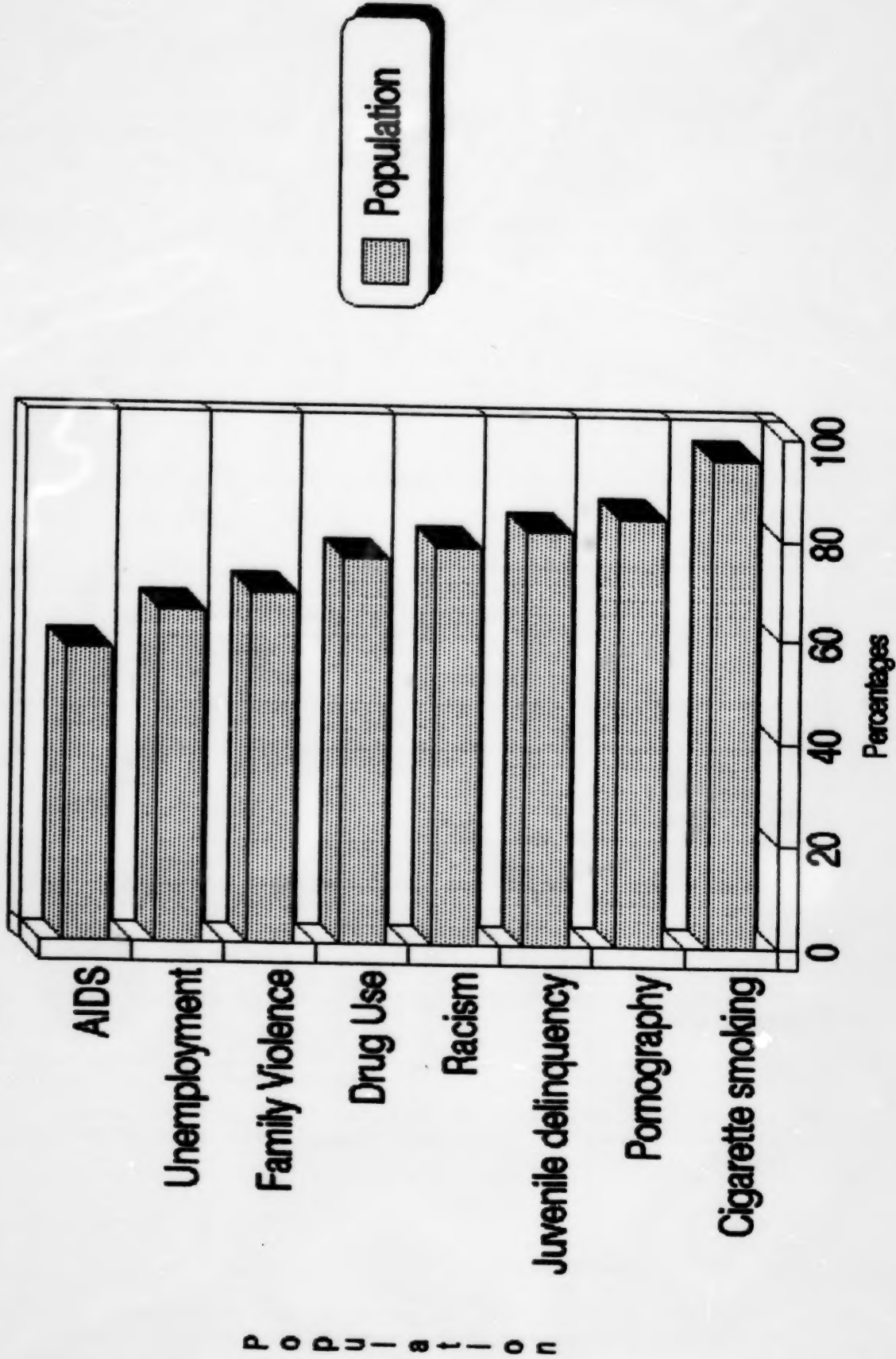
RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=56	NON-DD N=297	PDD N=74	NON-PDD N=323
Strongly agree	7.6%	5.4%	7.7%	5.4%	8.0%
Agree	43.3	39.3	43.8	52.7	41.2
Neither agree nor disagree	13.9	14.3	14.5	10.8	14.6
Disagree	32.0	35.7	31.3	27.0	33.1
Strongly disagree	3.3	5.4	2.7	4.1	3.1
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.75) 4 1.94	No	(.42) 4 3.87

H. AIDS

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=297	PDD N=74	NON-PDD N=322
Strongly agree	3.8%	0.0%	4.0%	1.4%	4.3%
Agree	32.8	17.5	36.4	29.7	33.5
Neither agree nor disagree	20.5	15.8	20.9	12.2	22.4
Disagree	36.1	56.1	33.0	52.7	32.3
Strongly disagree	6.8	10.5	5.7	4.1	7.5
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes	(.00) 4 16.7	Yes	(.01) 4 12.7

**% Agreeing Drinking Driving is
As Important or More Important Than:**

19



(a) The results indicate that the sample as a whole views drinking driving as a relatively important problem. A majority agreed it was as important as or more important than all the issues they were asked about.

(b) Drinking drivers and passengers of drinking drivers significantly differed from drivers who did not drink and those who were not passengers of drinking drivers respectively, on only one issue: AIDS. Both drinking drivers and passengers of drinking drivers were more likely to disagree when asked if drinking and driving was a more important problem than AIDS. This could be partially due to the fact that drinking drivers and passengers tend to be younger than their counterparts and are more likely to be single (SEE DEMOGRAPHIC SECTION).

2. Respondents Who Have Reported a Drinking Driver

[Q# 4: "Have you ever reported a drinking driver to the police?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=56	NON-D N=297	PDD N=74	NON-DD N=323
YES	27.1%	38.6%	26.6%	40.0%	24.3%
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.09) 1 2.82	Yes	(.01) 1 6.91

Just over one-quarter of the sample said that they had reported a drinking driver to police. This compares to 38.6% of the drinking drivers and 40.0% of the passengers of drinking drivers. The only statistically significant relationship was between being a passenger of a drinking driver and reporting a drinking driver with passengers more likely to have reported one than those who had not been passengers.

3. Awareness of Groups Campaigning against Drinking and Driving

[Q# 11 and 12: "Can you name any public or private groups, programs or organizations that have been campaigning against drinking and driving? Any others?"]

Respondents were given two opportunities to name a group campaigning against drinking driving. The results were then summed across the two probes. Therefore, total percentages will add up to more than 100%.

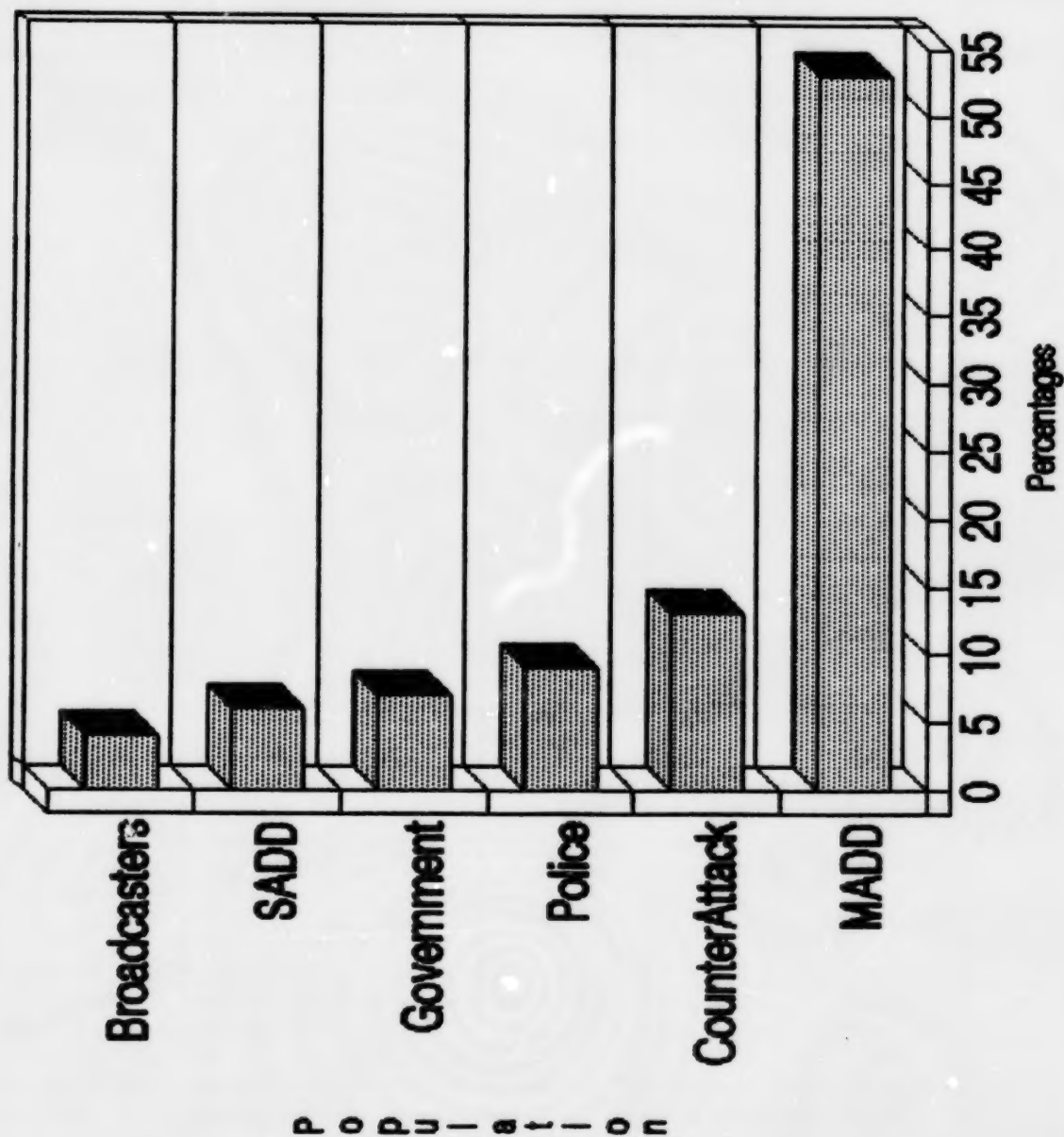
RESPONSE	POPULATION N=411	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
BCAA	1.7%	1.7%	1.9%	0.0%	2.1%
ICBC	3.2	6.9	2.3	3.6	1.3
Government	6.6	12.1	6.1	13.3	5.1**
CounterAttack	13.1	17.2	12.6	18.7	11.9
The police	9.5	13.8	8.7	8.0	9.8
Ministry of Transportation	0.5	0.0	0.6	1.3	0.3
Liquor Distribution Branch	1.0	0.0	1.0	0.0	1.2
MADD	53.5	55.2	56.0	70.7	49.7**
Citizens' groups	1.2	0.0	1.6	0.0	1.5
Alcoholics Anon	1.9	1.7	1.3	0.0	2.4
Labatt's	1.2	3.4	1.0	1.3	1.2
Liquor companies	1.2	1.7	1.3	1.3	1.2
Broadcasters Assoc	4.4	1.7	4.5	5.3	4.2
White Spot	1.0	0.0	1.3	2.7	0.6
SADD	5.8	5.2	6.1	5.3	6.0
7-11 Stores	0.2	1.7	0.0	0.0	0.3
Taxi companies	0.7	1.7	0.6	0.0	0.9
Other	5.6	3.4	6.1	8.0	5.1
Can't name group	28.5	22.4	28.2	14.7	31.3

** Significant at .02 level

** Significant at .00 level

(a) The most frequently named group or organization was MADD (53.5%). CounterAttack was the next most frequently mentioned organization (13.1%).

% Naming Groups Campaigning Against Drinking and Driving



(b) While a larger percentage of drinking drivers named CounterAttack than drivers who did not drink and drive (17.2% compared to 12.6%) the difference was not statistically significant. This was also true of passengers of drinking drivers, 18.7% of whom named CounterAttack compared to 11.9% of those who had not been passengers.

Passengers did differ significantly from those who had not been passengers with regard to mentioning the government and MADD, with passengers of drinking drivers more likely to name those groups.

4. Participation in Anti-Drinking Driving Campaign Activity

The respondents were then asked if they were involved with any of the groups and if they participated in any campaign activity.

[Q# 13: "Are you presently involved with any of these groups or organizations?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
YES	2.2%	0.0%	2.9%	0.0%	2.7%
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.35) 1 .885	No	(.23) 1 1.44

[Q# 14: "During the past month, did you participate in any drinking driving campaign activity?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
YES	1.5%	0.0%	1.9%	0.0%	1.8%
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.56) 1 .333	No	(.42) 1 .646

The entire sample was asked if they would be prepared to support or participate in anti-drinking driving activity.

[Q# 15: "Would you be prepared to support or participate in activity in your community designed to reduce drinking and driving?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=48	NON-D N=263	PDD N=54	NON-DD N=291
YES	53.8%	44.8%	55.7%	50.7%	54.5%
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.18) 1 1.75	No	(.37) 1 .807

Only a very small percentage of the sample were involved in groups campaigning against drinking and driving (2.2%) or had participated in any campaign activity (1.5%). A majority, however, said they would be prepared to support or participate in anti-drinking driving activity (53.8%). There were no significant differences between drinking drivers and drivers who did not drink and drive or between passengers of drinking drivers and those who were not passengers in terms of any of the three participation measures.

5. Strategies to Reduce Drinking and Driving

[Q# 17: "Now I'm going to read you some things that could be done to reduce drinking and driving. Tell me if you agree or disagree with each of the following:"]

A. There should be more educational programs to teach people about drinking and driving.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=30	PDD N=75	NON-PDD N=334
Strongly agree	39.1%	37.9%	38.1%	37.3%	39.5%
Agree	52.3	53.4	53.1	49.3	53.0
Neither agree nor disagree	2.4	1.7	2.9	1.3	2.7
Disagree	5.4	6.9	4.9	10.7	4.2
Strongly disagree	0.7	0.0	1.0	1.3	0.6
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.31) 3 3.61	No	(.20) 4 5.92

B. The police should set up more roadblocks and spot checks.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=30	PDD N=74	NON-PDD N=336
Strongly agree	30.7%	20.7%	32.5%	20.3%	33.0%
Agree	55.1	60.3	53.6	59.5	54.2
Neither agree nor disagree	4.1	5.2	4.2	6.8	3.6
Disagree	10.0	13.8	9.4	13.5	9.2
Strongly disagree	0.0	0.0	0.0	0.0	0.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.31) 3 3.61	No	(.11) 3 6.12

C. There should be stricter enforcement of existing laws.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=55	NON-DD N=307	PDD N=73	NON-PDD N=333
Strongly agree	42.4%	38.2%	41.0%	39.7%	42.9%
Agree	41.1	36.4	43.6	39.7	41.4
Neither agree nor disagree	5.2	1.8	6.2	5.5	5.1
Disagree	11.3	23.6	9.1	15.1	10.5
Strongly disagree	0.0	0.0	0.0	0.0	0.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.01) 3 11.0		No (.73) 3 1.30	

D. The drinking age should be raised.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=307	PDD N=74	NON-PDD N=335
Strongly agree	21.5%	17.2%	22.1%	8.1%	24.5%
Agree	30.3	22.4	31.6	31.1	30.1
Neither agree nor disagree	6.4	3.4	6.8	5.4	6.6
Disagree	39.1	51.7	37.1	48.6	37.0
Strongly disagree	2.7	5.2	2.3	6.8	1.8
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.14) 4 6.93		Yes (.00) 4 15.3	

E. The age at which people can drive should be raised.

RESPONSE	POPULATION N=406	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=305	PDD N=74	NON-PDD N=332
Strongly agree	14.5%	8.8%	14.8%	4.1%	16.9%
Agree	36.9	29.8	38.0	39.2	36.4
Neither agree nor disagree	6.2	1.8	6.9	4.1	6.6
Disagree	40.1	54.4	38.4	48.6	38.3
Strongly disagree	2.2	5.3	2.0	4.1	1.8
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes	(.05) 4 9.32	Yes	(.03) 4 10.6

F. There should be more advertising against drinking and driving.

RESPONSE	POPULATION N=409	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=307	PDD N=75	NON-PDD N=334
Strongly agree	20.0%	15.5%	19.5%	17.3%	20.7%
Agree	57.7	60.3	57.3	61.3	56.9
Neither agree nor disagree	7.6	8.6	7.5	2.7	8.7
Disagree	14.4	15.5	15.3	18.7	13.5
Strongly disagree	0.2	0.0	0.3	0.0	0.3
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.94) 4 .766	No	(.30) 4 4.84

G. The sale of alcohol should be more strictly controlled.

RESPONSE	POPULATION N=407	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=307	PDD N=74	NON-PDD N=333
Strongly agree	22.1%	21.1%	21.5%	12.2%	24.3%
Agree	31.7	21.1	33.6	31.1	31.8
Neither agree nor disagree	6.1	3.5	5.9	8.1	5.7
Disagree	37.1	47.4	36.8	43.2	35.7
Strongly disagree	2.9	7.0	2.3	5.4	2.4
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.10) 4 7.83	No	(.12) 4 7.40

H. Free transportation should be provided to drivers who have had too much to drink.

RESPONSE	POPULATION N=407	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=307	PDD N=73	NON-PDD N=334
Strongly agree	13.3%	21.1%	11.4%	19.2%	12.0%
Agree	44.2	42.1	45.0	31.5	47.0
Neither agree nor disagree	2.9	0.0	3.6	1.4	3.3
Disagree	34.6	35.1	34.9	39.7	33.5
Strongly disagree	4.9	1.8	5.2	8.2	4.2
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.14) 4 6.83	No	(.06) 4 8.99

I. More bars and taverns should set up designated driver programs.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=308	PDD N=75	NON-PDD N=334
Strongly agree	26.7%	31.0%	25.6%	34.7%	24.9%
Agree	62.1	53.4	64.6	53.3	64.1
Neither agree nor disagree	3.9	3.4	3.9	5.3	3.6
Disagree	6.8	12.1	5.8	5.3	7.2
Strongly disagree	0.5	0.0	0.0	1.3	0.3
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.23) 3 4.30	No	(.24) 4 5.47

J. Driver education should include information on drinking and driving.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
Strongly agree	51.6%	50.0%	50.5%	53.3%	51.2%
Agree	46.2	43.1	47.9	42.7	47.0
Neither agree nor disagree	0.2	0.0	0.3	1.3	0.0
Disagree	1.9	6.9	1.3	2.7	1.8
Strongly disagree	0.0	0.0	0.0	0.0	0.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.06) 3 7.46	No	(.17) 3 5.03

K. There should be more treatment services for problem drinkers.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=54	NON-DD N=297	PDD N=72	NON-PDD N=323
Strongly agree	23.8%	27.8%	22.6%	22.2%	24.1%
Agree	59.0	55.6	60.6	58.3	59.1
Neither agree nor disagree	6.3	7.4	5.7	9.7	5.6
Disagree	10.6	9.3	10.8	9.7	10.8
Strongly disagree	0.3	0.0	0.3	0.0	0.3
SIGNIFICANT DIFFERENCE		No	(.87)	No	(.74)
DEGREES OF FREEDOM			4		4
CHI-SQUARE			1.22		1.99

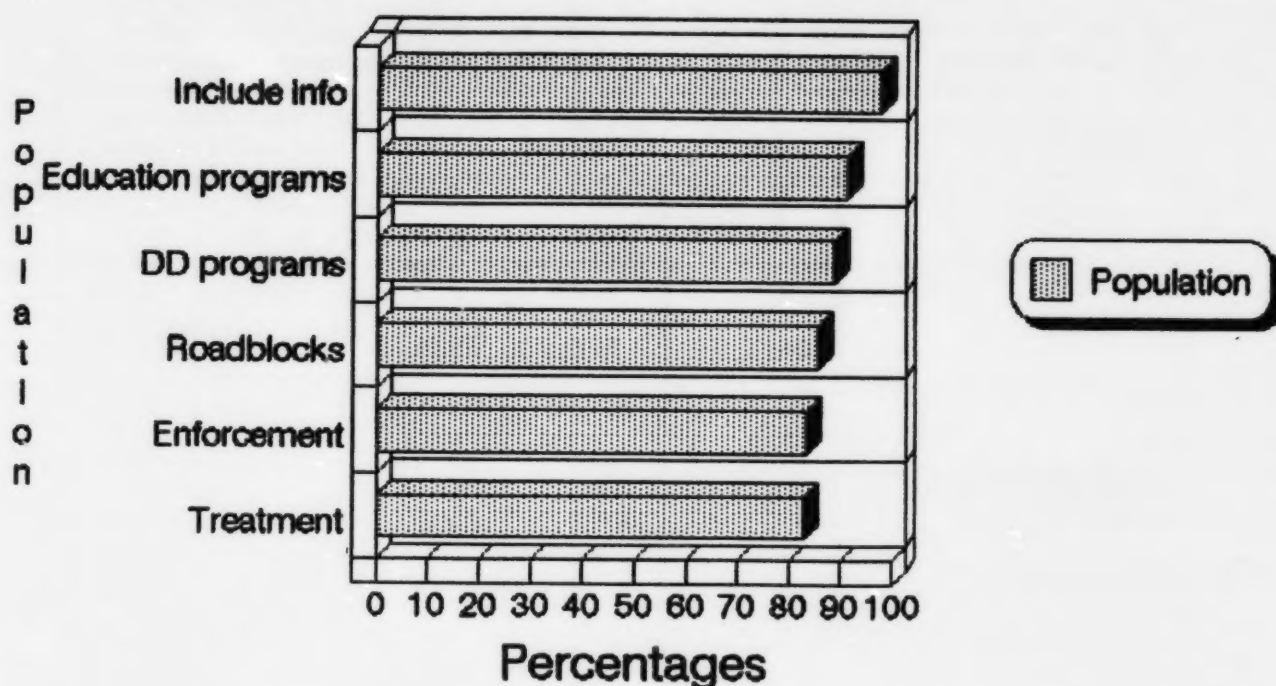
(a) A majority agreed with all the proposed strategies for reducing drinking and driving. The most popular strategies were including information on drinking and driving in driver education (97.8%), implementing more educational programs with regard to drinking and driving (91.4%), having bars and taverns set up designated driver programs (88.8%) and having police set up more roadblocks (85.8%). The least popular strategies were raising the driving age (51.4%), raising the drinking age (51.8%) and more strictly controlling the sale of alcohol (53.8%).

(b) The only significant differences between drinking drivers and drivers who did not drink and drive were that drinking drivers were less likely to agree that there should be stricter enforcement (74.6% compared to 84.6%) and that the driving age should be raised (38.6% compared to 52.8%).

(c) Passengers of drinking drivers were less likely to agree that the drinking age should be raised (39.2% compared to 54.6% for those who were not passengers) and that the driving age should be raised (43.3% compared to 53.3%). Again, the fact that drinking drivers and passengers tend to be younger than their counterparts may partially explain these results.

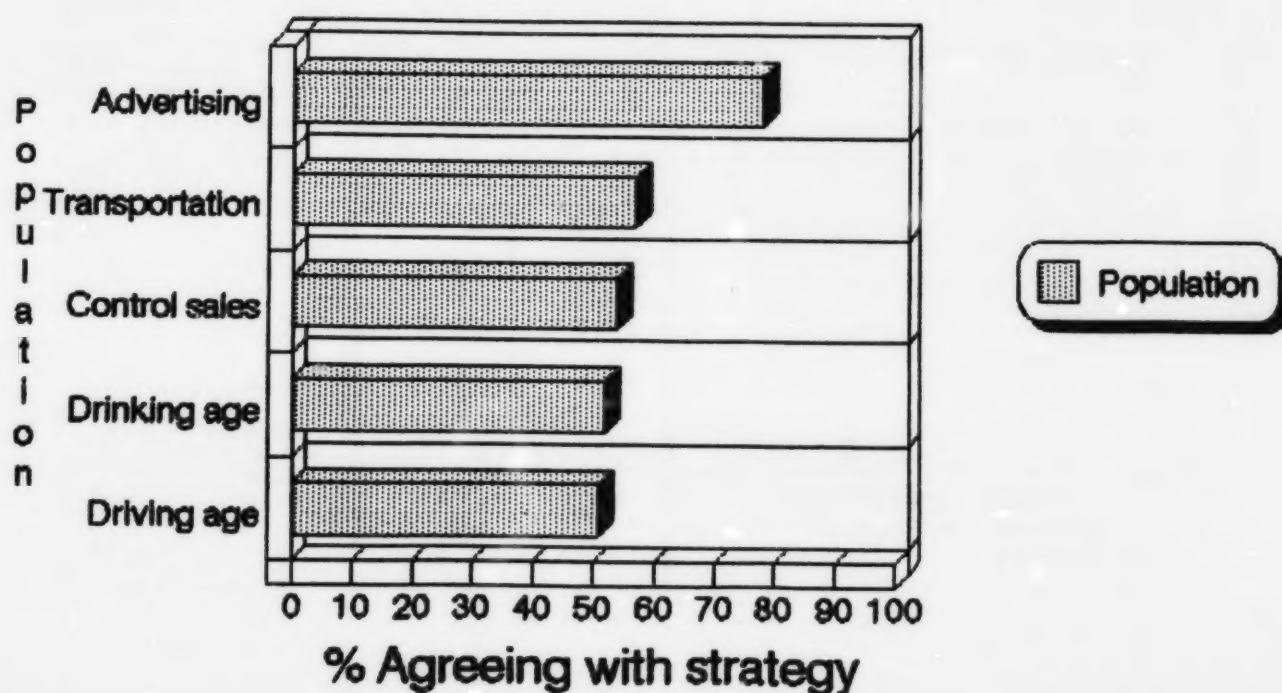
Strategies for Reducing Drinking Driving

Respondents agreeing with strategies



Strategies for Reducing Drinking Driving

Con't



6. Impairment Limit and Legal Limit

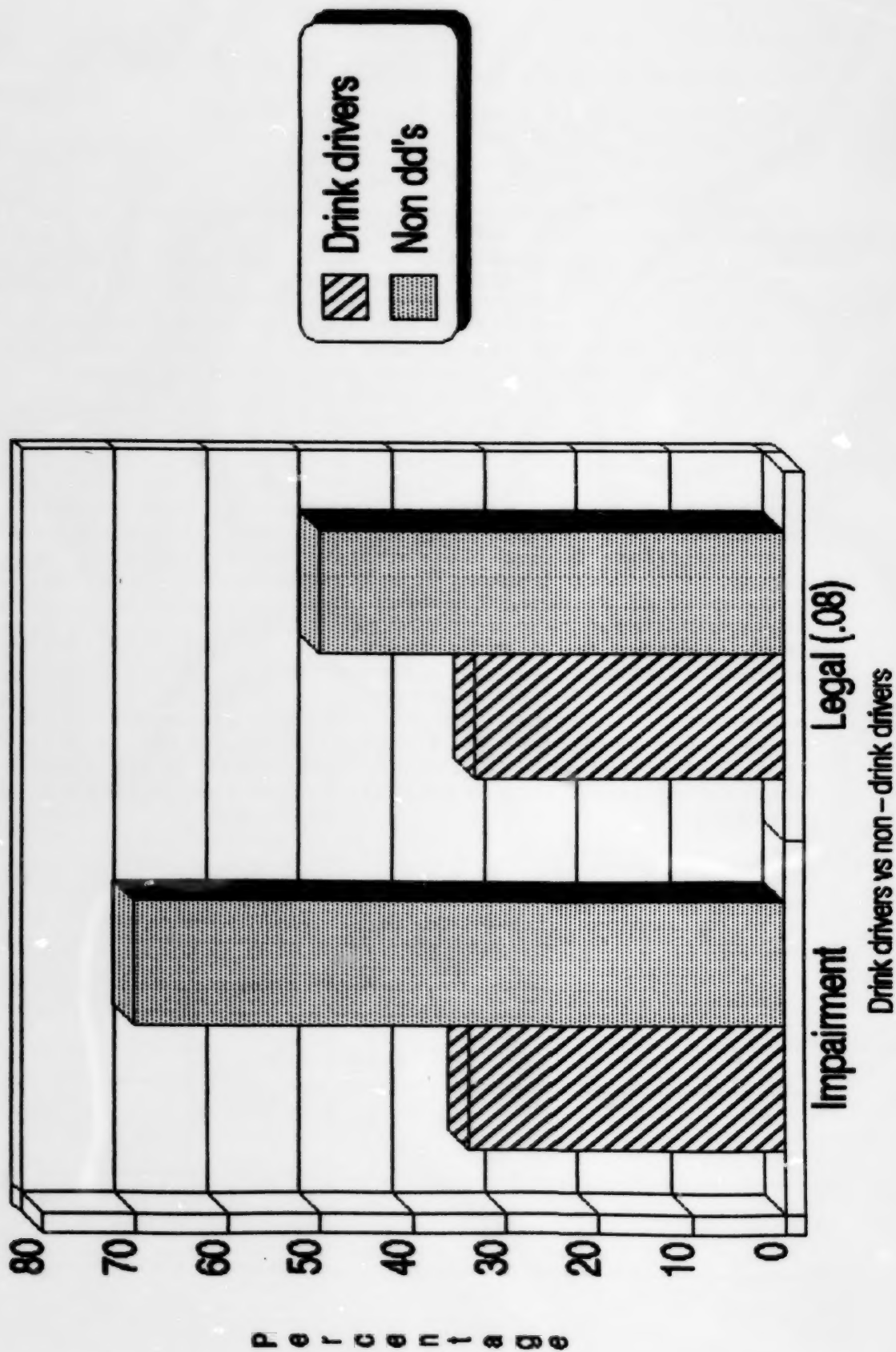
[Q# 18: "About how many drinks do you think you can have, over a 2-hour period, before your ability to drive becomes impaired?"]

RESPONSE	POPULATION N=359	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=56	NON-DD N=291	PDD N=73	NON-PDD N=286
None	2.8%	0.0%	2.2%	0.0%	3.5%
One	24.5	3.6	28.8	8.2	28.7
Two	36.5	30.4	39.1	34.2	37.1
Three	18.9	30.4	17.3	24.7	17.5
Four	12.3	17.9	10.0	23.3	9.4
Five or more	5.0	17.9	2.6	9.6	3.8
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes	(.00) 5 41.6	Yes	(.00) 5 27.1

[Q# 19: "About how many drinks do you think you can have, over a 2-hour period, before you are over the legal limit of .08 percent?"]

RESPONSE	POPULATION N=332	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=54	NON-DD N=248	PDD N=72	NON-PDD N=260
None	1.5%	1.9%	1.2%	0.0%	1.9%
One	11.7	7.4	12.5	9.7	12.3
Two	33.4	24.1	36.3	26.4	35.4
Three	28.3	27.8	28.2	30.6	27.7
Four	16.0	29.6	13.3	23.6	13.8
Five or more	9.0	9.3	8.5	9.7	8.8
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.06) 5 10.4	No	(.25) 5 6.65

% Claiming to Reach Limit After Two Drinks or Fewer



(a) A majority of those respondents who were able or willing to answer this question (87.3%) believed that they would reach the level at which their ability to drive was impaired after having two or fewer drinks (63.8%). A smaller percentage believed they would exceed the legal limit of .08 percent after having two or fewer drinks (46.6%). Thus, it does not appear that the population feels the .08 percent limit is unreasonably low in terms of the number drinks that would cause impairment.

(b) Drinking drivers differed significantly from drivers who did not drink and drive in terms of the number of drinks they thought they could have before their ability to drive became impaired as did passengers of drinking drivers compared to those who were not passengers of drinking drivers. Only 34.0% of the drinking drivers believed they would become impaired after two drinks or fewer compared to 70.1% of the non-drinking drivers. Forty-two percent of the passengers believed they would become impaired after two drinks or fewer compared to 69.3% of those who were not passengers. In spite of these differences, neither drinking drivers nor passengers of drinking drivers differed significantly from their counterparts in their estimation of the number of drinks they could have before being over the legal limit of .08 percent.

7. Perceived Likelihood of Consequences of Drinking-Driving

These 'likelihood' results are based on respondents' rating, on a scale of 0 to 10, where 0 means there would be no chance of the described event happening and 10 means it is certain that this would occur, of a drinking driver's chances of being in an accident, of being pulled over by the police and, if pulled over, of being charged with drinking and driving. Respondents were asked to imagine "an average 150 pound person who has had three or four drinks within the previous hour. This person then drives home. The trip takes about 20 minutes and uses both main and residential streets. The time is 10 p.m. on a Saturday night during the last month".

[Q# 20: "How likely do you think it would be for this person to be in an accident on the way home?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=301	PDD N=74	NON-PDD N=329
Average	5.32	4.78	5.39	4.12	5.58
Standard Deviation	2.31	2.13	2.37	2.01	2.29
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM T-TEST		No (.07) 357 1.83		Yes (.00) 401 5.07	

[Q# 21: "How likely do you think it would be for this person to be pulled over by the police for drinking driving?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=302	PDD N=75	NON-PDD N=328
Average	3.02	2.64	3.09	2.63	3.11
Standard Deviation	2.27	1.98	2.31	2.20	2.27
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM T-TEST		No (.16) 358 1.39		No (.09) 401 1.68	

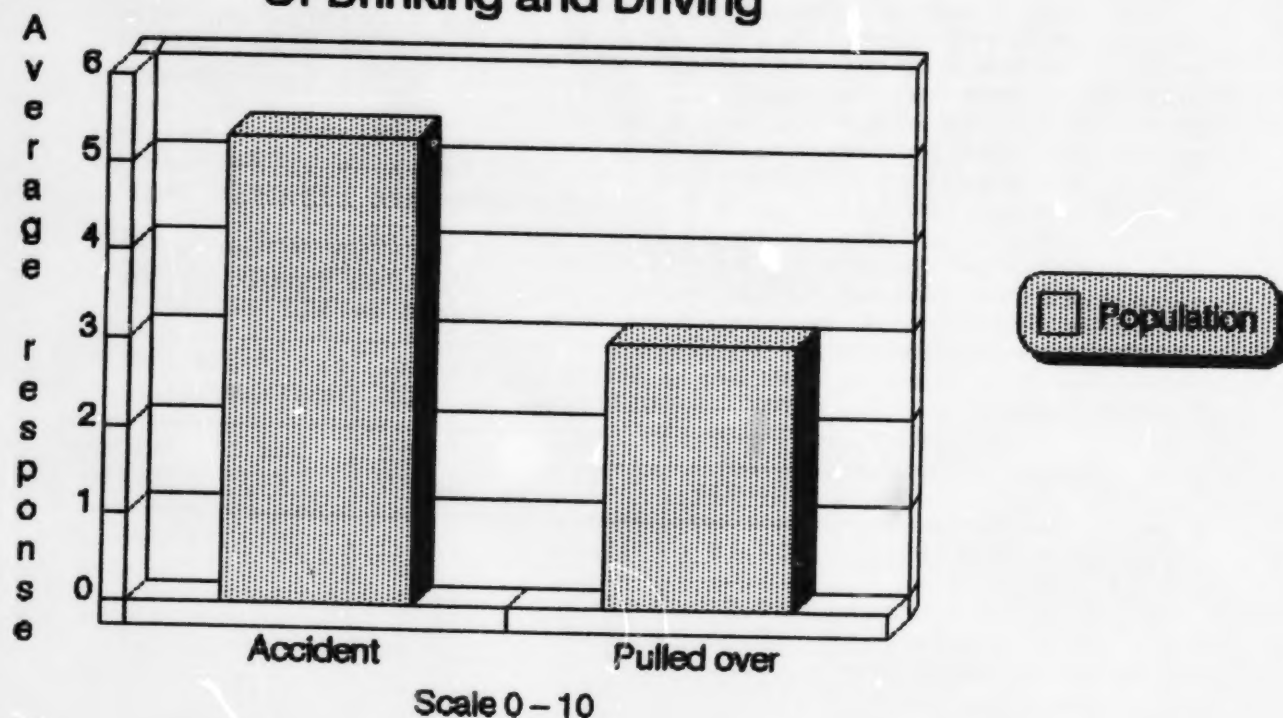
[Q# 22: "If the person were pulled over, how likely do you think it is that he would be charged with drinking driving?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=289	PDD N=73	NON-PDD N=315
Average	5.87	5.33	5.92	5.21	6.03
Standard Deviation	2.90	2.98	5.33	2.89	2.88
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM T-TEST		No (.16) 344 1.41		Yes (.03) 386 2.20	

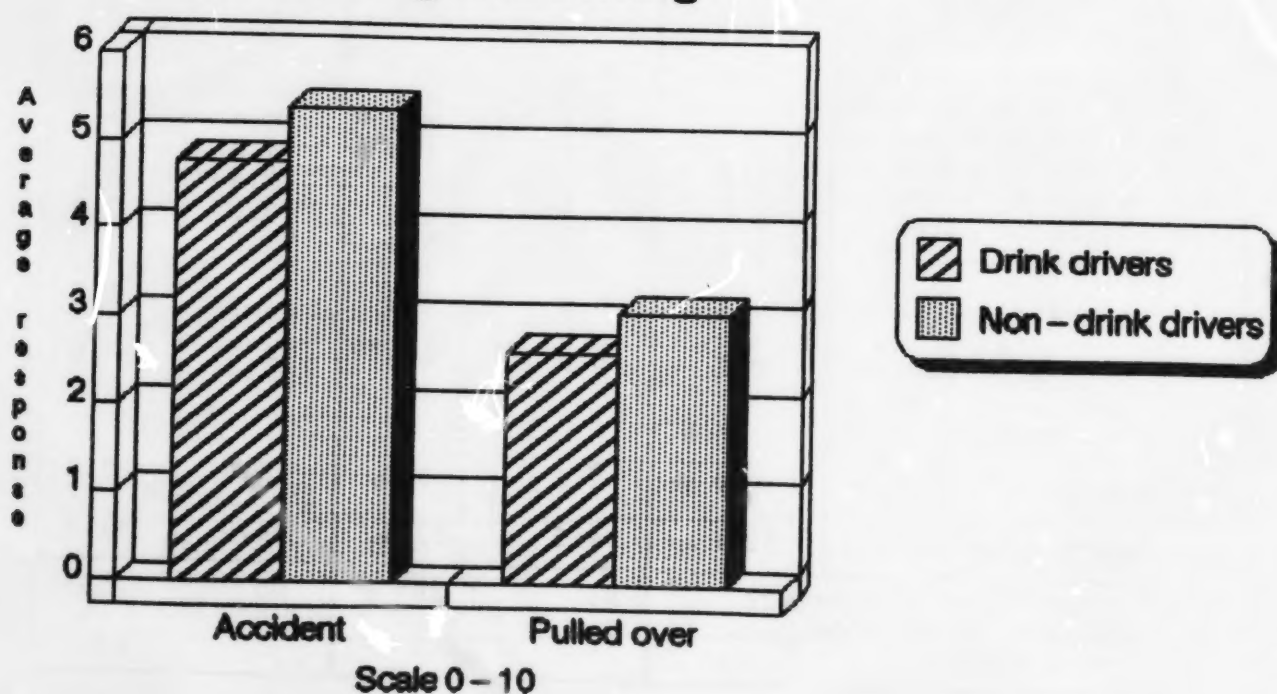
(a) The sample estimated, on average, that the likelihood of having an accident was 5.32, the likelihood of being pulled over by the police was 3.02 and the likelihood of being charged, if pulled over, was 5.87. Thus, the sample felt it was much more likely that a drinking driver would have an accident than that he would be pulled over by the police. Also, once pulled over, they felt there was over a fifty percent chance of the driver being charged with a drinking and driving offence.

(b) Drinking drivers did not significantly differ from drivers who did not drink and drive in terms of any of the consequence measures while passengers of drinking drivers differed significantly from those who were not passengers of drinking drivers in estimating a drinking driver's chances of having an accident and, if pulled over, of being charged with drinking and driving. Passengers estimated the likelihood of both events as being somewhat lower than did those who were not passengers.

Average Likelihood of Consequences Of Drinking and Driving



Average Likelihood of Consequences Of Drinking and Driving



8. Penalties for a First Time Drinking Driving Conviction

Respondents were asked a number of questions regarding the penalties for a first time drinking and driving conviction, including what is the maximum penalty, what is the usual penalty, what should the maximum penalty be and what should the maximum penalty be for a first drinking and driving conviction involving injury or death. They were given two opportunities to respond to each question but only their first responses are reported here.

[Q# 23: "Do you happen to know the maximum British Columbia penalties for a first drinking driving conviction involving an accident in which no persons have been injured or killed?"]

RESPONSE	POPULA- TION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
LICENSE SUSPENSION	22.1%	31.0%	22.0%	30.7%	20.2%
24 hrs to 1 week	1.0	1.7	0.6	1.3	0.9
8 days to 1 month	0.2	0.0	0.3	0.0	0.3
1 to 6 months	5.6	6.9	6.1	5.3	5.7
6 months to 3 yrs	13.6	19.0	13.3	22.7	11.6
3 years or more	0.7	0.0	1.0	0.0	0.9
Unspecified	1.0	3.5	0.6	1.3	0.9
FINE	21.7	31.0	21.7	24.0	21.1
\$1 to \$100	2.4	3.4	2.3	0.0	3.0
\$101 to \$1000	11.9	17.2	12.0	16.0	11.0
\$1000 to \$5000	5.8	10.3	5.8	6.7	5.7
\$5000 or more	0.0	0.0	0.0	0.0	0.0
Unspecified	1.5	0.0	1.6	1.3	1.5
JAIL TERM	2.4	3.4	2.3	0.0	3.0
24 hrs to 14 days	0.0	0.0	0.0	0.0	0.0
2 wks to 3 mos	0.2	0.0	0.3	0.0	0.3
3 mos to 6 mos	1.7	1.7	1.6	0.0	2.1
6 mos to 3 yrs	0.5	1.7	0.3	0.0	0.6
3 yrs or more	0.0	0.0	0.0	0.0	0.0
Unspecified	0.0	0.0	0.0	0.0	0.0
POINTS	1.5	0.0	1.3	1.3	1.5
INSURANCE (cancel- lation or fee increase)	0.2	0.0	0.3	0.0	0.3
OTHER	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	52.1	34.5	52.4	44.0	53.9
SIGNIFICANT DIFFERENCE		No (.38)		No (.53)	
DEGREES OF FREEDOM		15		15	
CHI-SQUARE		16.0		13.9	

Over fifty percent of the sample said they did not know what the maximum penalties were. Nearly one-half thought the maximum penalties involved either a fine or license suspension. The results show no significant differences between drinking drivers and non-drinking drivers or between passengers of drinking drivers and those who had not been passengers of drinking drivers. The respondents were also asked what they thought the maximum penalties should be for a first time drinking driving offence.

[Q# 27: "What do you think the maximum penalties for a first drinking driving conviction of this kind should be?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=307	PDD N=75	NON-PDD N=333
	N=408				
<u>LICENSE SUSPENSION</u>	57.6%	54.5%	59.0%	57.3%	57.7%
24 hrs to 1 week	2.0	5.3	1.6	1.3	2.1
8 days to 1 month	1.2	0.0	1.6	1.3	1.2
1 to 6 months	15.7	12.3	17.6	10.7	16.8
6 months to 3 yrs	32.4	35.1	30.9	41.3	30.3
3 years or more	3.9	0.0	4.9	0.0	4.8
Unspecified	2.5	1.8	2.3	2.7	2.4
<u>FINE</u>	23.5	29.8	23.1	25.3	23.1
\$1 to \$100	1.7	1.8	1.0	1.3	1.8
\$101 to \$1000	13.0	17.5	12.7	17.3	12.0
\$1000 to \$5000	6.4	10.5	6.5	6.7	6.3
\$5000 or more	0.5	0.0	0.7	0.0	0.6
Unspecified	2.0	0.0	2.3	0.0	2.4
<u>JAIL TERM</u>	3.7	3.5	2.9	2.7	3.9
24 hrs to 14 days	0.7	0.0	0.7	0.0	0.9
2 wks to 3 mos	1.0	0.0	1.0	0.0	1.2
3 mos to 6 mos	0.7	3.5	0.0	0.0	0.9
6 mos to 3 yrs	0.2	0.0	0.3	0.0	0.3
3 yrs or more	0.0	0.0	0.0	0.0	0.0
Unspecified	1.0	0.0	1.0	2.7	0.6
<u>POINTS</u>	1.0	0.0	1.0	0.0	1.2
<u>INSURANCE</u> (cancel- lation or fee increase)	1.0	0.0	1.3	0.0	1.2
<u>OTHER</u>	4.7	1.8	5.2	2.7	5.1
<u>DON'T KNOW</u>	8.6	10.5	7.5	12.0	7.8
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.10) 19 27.1		No (.38) 19 20.2	

The majority felt that first time drinking drivers should have their license suspended (57.6%). The second most frequently named penalty was a fine (22.5%). Only 3.7% thought that jail was an appropriate penalty for this offence. There were no significant differences among the sub-groups.

The responses to these two questions were then coded into six categories: correct response, less severe response, more severe response, unspecified, other and don't know. Any one of the following responses were coded correct: license suspension from 6 months to 1 year, license suspension for 1 year and over, a fine of between \$1000 and \$5000, from 3 to 6 months in jail, a criminal record/court appearance for more than 5 points, and cancellation of auto insurance or increase in costs of insurance.

[Q# 23: "Do you happen to know the maximum British Columbia penalties for a first drinking driving conviction involving an accident in which no persons have been injured or killed?"

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-D N=309	PDD N=73	NON-PDD N=303
Correct	20.7%	32.8%	19.7%	29.3%	18.8%
Less severe	22.9	29.3	23.6	22.7	22.9
More severe	1.0	0.0	1.3	0.0	1.2
Unspecified	3.4	3.4	2.9	4.0	3.3
Other	0.0	0.0	0.0	0.0	0.0
Don't know	52.1	34.5	52.4	44.0	53.9
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.08) 4 8.41	No	(.24) 4 5.46

These results indicate that, of those respondents who thought they knew what the maximum penalty was, the vast majority named either a correct response or a less severe response. Only 1.0% named a more severe penalty. There were no statistically significant differences among the sub-groups with regard to this question.

[Q# 27: "What do you think the maximum penalties should be for a first drinking and driving conviction of this kind?"]

RESPONSE	POPULATION N=408	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-D N=307	PDD N=75	NON-PDD N=333
Correct	40.0%	47.4%	38.8%	48.0%	38.1%
Less severe	36.3	38.3	36.5	32.0	37.2
More severe	5.1	0.0	6.5	0.0	6.3
Unspecified	5.4	1.8	5.5	5.3	5.4
Other	4.7	1.8	5.2	2.7	5.1
Don't know	8.6	10.5	7.5	12.0	7.8
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.17) 5 7.84		No (.12) 5 8.72	

Forty percent of the sample named a penalty in the correct range while 36.3% named a less severe penalty. Only 5.1% thought the maximum legal penalties should be more severe than they are. There were no significant differences between drinking drivers and non-drinking drivers or between passengers and those who were not passengers in terms of opinions as to what the maximum penalty for a first time conviction where no injury or death was involved should be.

The respondents were asked what they thought the usual penalties for a conviction of this type were. Over one-quarter thought that license suspension was involved (25.8%) while 20.9% thought that fines were involved. There were no significant differences between drinking drivers and non-drinking drivers or between passengers and those who had not been passengers of a drinking driver with regard to this question.

[Q# 25: "Do you know what the usual British Columbia penalties are for a first drinking driving conviction involving an accident but no injuries or death?"]

RESPONSE	POPULATION N=411	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
<u>LICENSE SUSPENSION</u>	25.8%	36.2%	25.2%	28.0%	25.3%
24 hrs to 1 week	2.9	5.2	2.3	2.7	3.0
8 days to 1 month	1.2	0.0	1.6	2.7	0.9
1 to 6 months	10.9	17.2	10.4	14.7	10.1
6 months to 3 yrs	8.5	10.3	9.1	6.7	8.9
3 years or more	0.0	0.0	0.0	0.0	0.0
Unspecified	2.2	3.4	1.9	1.3	2.4
<u>FINE</u>	20.9	20.7	20.4	24.0	20.2
\$1 to \$100	2.7	3.4	2.3	1.3	3.0
\$101 to \$1000	14.1	15.5	14.6	21.3	12.5
\$1000 to \$5000	1.5	0.0	1.3	0.0	1.8
\$5000 or more	0.0	0.0	0.0	0.0	0.0
Unspecified	2.7	1.7	2.3	1.3	3.0
<u>JAIL TERM</u>	1.9	3.4	1.9	1.3	2.1
24 hrs to 14 days	1.0	1.7	1.0	1.3	0.9
2 wks to 3 mos	0.0	0.0	0.0	0.0	0.0
3 mos to 6 mos	0.5	1.7	0.3	0.0	0.6
6 mos to 3 yrs	0.0	0.0	0.0	0.0	0.0
3 yrs or more	0.0	0.0	0.0	0.0	0.0
Unspecified	0.5	0.0	0.6	0.0	0.6
<u>POINTS</u>	2.7	1.7	2.9	2.7	2.7
<u>INSURANCE</u> (cancel- lation or fee increase)	0.5	0.0	0.6	0.0	0.6
<u>OTHER</u>	1.5	1.7	1.3	0.0	1.8
<u>DON'T KNOW</u>	46.7	36.2	47.6	44.0	47.3
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.78) 15 10.7		No (.65) 15 12.3	

Respondents were then asked what they thought the maximum penalties should be for a first time conviction involving an accident in which someone was seriously hurt or killed. Although half the respondents felt that license suspension was appropriate, nearly one-quarter named jail as a penalty. This question elicited the most severe penalties. Again, there were no significant differences among the sub-groups.

[Q# 29: "What do you think the maximum penalties should be for a first drinking and driving conviction involving an accident in which somebody was seriously hurt or killed?"]

RESPONSE	POPULA- TION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=307	PDD N=75	NON-PDD N=333
	N=408				
LICENSE SUSPENSION	50.7%	59.6%	48.2%	52.0%	50.5%
24 hrs to 1 week	0.0	0.0	0.0	0.0	0.0
8 days to 1 month	0.2	0.0	0.0	0.0	0.3
1 to 6 months	1.5	1.8	1.6	2.7	1.2
6 months to 3 yrs	12.5	17.5	11.7	9.3	13.2
3 years or more	32.8	33.3	31.9	36.0	32.1
Unspecified	3.7	7.0	2.9	4.0	3.6
FINE	9.1	7.0	9.1	9.3	9.0
\$1 to \$100	0.0	0.0	0.0	0.0	0.0
\$101 to \$1000	3.2	1.8	3.6	1.3	3.6
\$1000 to \$5000	3.2	3.5	2.6	6.7	2.4
\$5000 or more	1.7	1.8	1.6	0.0	2.1
Unspecified	1.0	0.0	1.3	1.3	0.9
JAIL TERM	23.3	19.3	25.1	28.0	22.2
24 hrs to 14 days	0.2	0.0	0.3	0.0	0.3
2 wks to 3 mos	0.2	0.0	0.3	0.0	0.3
3 mos to 6 mos	2.2	1.8	2.3	1.3	2.4
6 mos to 3 yrs	5.9	5.3	6.2	6.7	5.1
3 yrs or more	9.3	10.5	9.4	12.0	8.7
Unspecified	5.4	1.8	6.2	6.7	5.1
POINTS	1.0	1.8	0.7	0.0	1.2
INSURANCE (cancel- lation or fee increase)	1.2	3.5	1.0	2.7	0.9
OTHER	6.9	3.5	7.5	5.3	7.2
DON'T KNOW	7.8	5.3	8.5	2.7	9.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.33) 6 6.85		No (.54) 18 16.7	

9. Measures Taken to Prevent Someone from Drinking Driving

[Q# 35: "During the past month, have you done anything to prevent someone from driving after they have had too much to drink?"]

RESPONSE	POPULA- TION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=75	NON-PDD N=336
No	77.9%	55.2%	81.2%	53.3%	83.3%
Asked someone not to drive	3.9	10.3	3.2	14.7	2.1
Offered to drive someone else home	7.8	13.8	7.4	13.3	6.5
Asked someone to take a taxi, bus or subway	2.2	8.6	0.6	4.0	1.8
Tried to take some- one's car key	5.1	10.3	4.2	12.0	3.6
Asked someone to stay at your home	2.7	1.7	3.2	2.7	2.7
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.00) 5 32.5		Yes (.00) 5 42.8	

(a) A majority of respondents had not done anything in the past month to prevent someone from drinking and driving (77.9%). Of those who did, the most common strategy was offering to drive the person home.

(b) Both drinking drivers and passengers of drinking drivers were more likely to have done something to prevent someone from drinking and driving than were their counterparts (44.7% of the drinking drivers compared to 18.6% of the non-drinking drivers and 4.7% of passengers compared to 16.7% of those who had not been passengers). What this may indicate is that the drinking drivers and the passengers were more likely to be in situations in which the issue of drinking and driving arose.

The 90 respondents who said they had done something to prevent someone from driving were then asked what relationship the person had to them and if they were successful. A majority said the person was either a friend of the same sex (33.3%) or a spouse or boy/girlfriend (23.3%). The vast majority successfully prevented the person from driving (87.8%). There were no significant differences among the sub-groups in terms of this question.

[Q# 36: "The last time you did this, was the person a friend, a family member or someone else?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=26	NON-DD N=58	PDD N=34	NON-PDD N=56
Your spouse/partner or boyfriend/girlfriend	23.3%	19.2%	25.9%	23.5%	23.2%
Relative other than your spouse	15.6	3.8	15.5	14.7	16.1
Person you work with or business associate	2.2	0.0	3.4	2.9	1.8
Friends of both sexes	7.8	19.2	3.4	8.8	7.1
Friend of the same sex as you	33.3	46.2	29.3	38.2	30.4
Friend of the opposite sex	14.4	7.7	19.0	8.8	17.9
Stranger or person you met after you started drinking	2.2	3.8	1.7	2.9	1.8
Other	1.1	0.0	1.7	0.0	1.8
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.09) 7 12.4	No	(.92) 7 2.55

[Q# 37: "Were you successful?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=25	NON-DD N=58	PDD N=34	NON-PDD N=56
YES	87.8%	80.4%	91.4%	85.3%	89.3%
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.96) 1 .003	No	(.82) 1 .052

The sample was asked if they had driven during the past month and if they had driven during the past 3 years. Those who had driven during the past month (N=368) were then asked a series of questions with regard to their driving behaviour over the past month.

10. Agreed to be Designated Driver

[Q# 39: "In the past month, have you agreed to be the non-drinking driver for an occasion involving drinking?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=56	NON-DD N=302	PDD N=66	NON-PDD N=294
YES	27.2%	28.6%	27.2%	33.3%	25.9%
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.96) 1 .003		No (.28) 1 1.17	

These results indicate that less than one-third of the drivers had agreed to be a designated driver in the past month. There were no significant differences within the sub-samples.

11. Steps Taken to Avoid Drinking and Driving

[Q# 46: "During the past month, what if anything, have you done in order to avoid driving after you had more than 2 drinks?"]

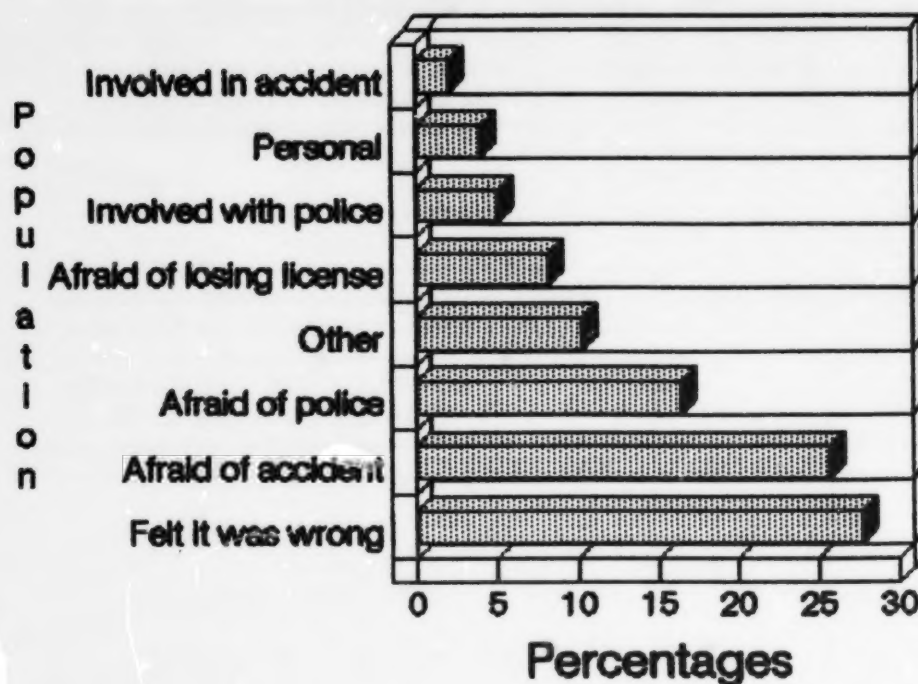
RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=308	PDD N=67	NON-PDD N=301
Nothing	68.5%	37.2%	73.8%	40.3%	74.7%
Asked someone else to drive	7.6	13.8	6.5	13.4	6.3
Taken a taxi, bus subway or walked	7.9	13.8	6.8	20.9	5.0
Stayed overnight	2.4	5.2	1.9	3.0	2.3
Stopped drinking early/waited at least one hour before driving	4.9	12.1	3.6	8.9	4.0
Other	8.7	17.2	7.1	13.4	7.6
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.00) 7 37.2		Yes (.00) 7 40.2	

A majority of drivers had not done anything in the past month to avoid drinking and driving. However, 62.8% of drinking drivers had done something compared to 25.9% of drivers who did not drink and drive. There was also a significant difference between passengers and those who had not been passengers of drinking drivers with passengers twice as likely to report having done something to avoid drinking and driving.

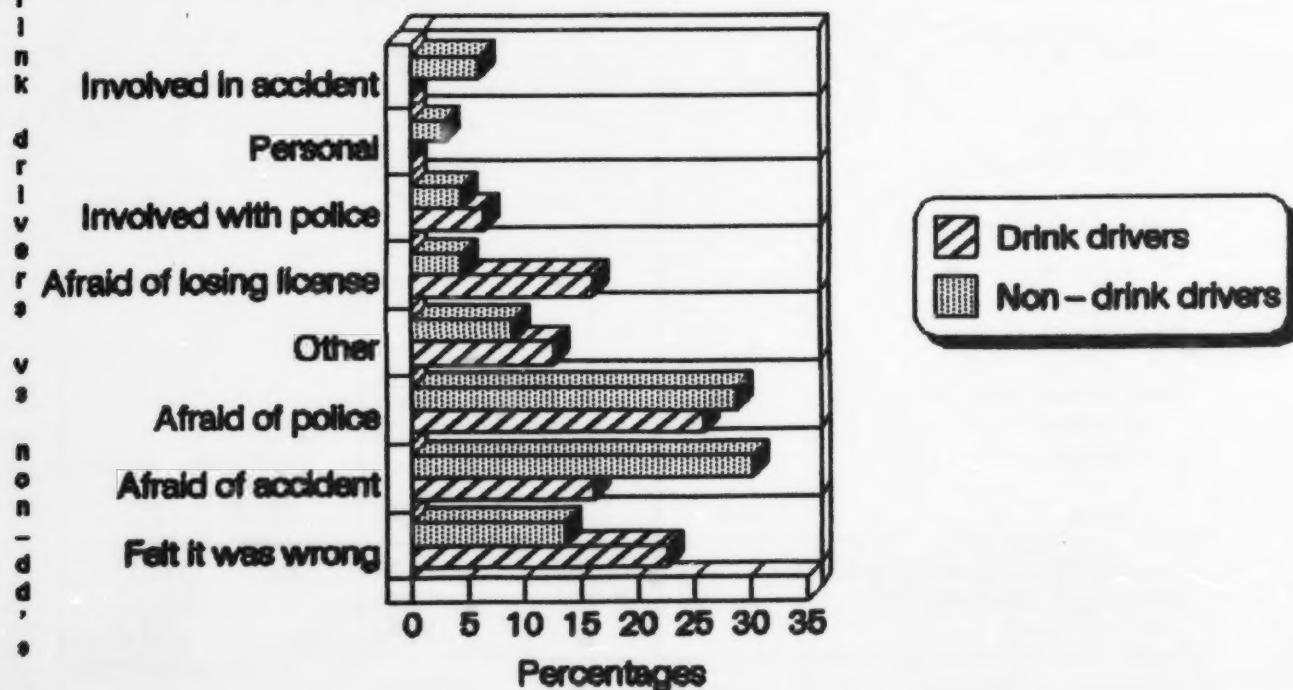
[Q# 47: "Why did you try to avoid driving after you had more than two drinks?"]

RESPONSE	POPULATION N=97	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=31	NON-D N=66	PDD N=37	NON-PDD N=60
I was afraid of getting caught by the police	16.5%	22.6%	13.6%	18.9%	15.0%
I was involved with the police for driving while impaired	5.2	6.5	4.5	2.7	6.7
I was afraid of having an accident	25.8	16.1	30.3	18.9	30.0
I was involved in an accident after drinking or my friends or family were involved in an accident	2.1	0.0	3.0	2.7	1.7
I was afraid of losing my license or going to jail	8.2	16.1	4.5	8.1	8.3
I felt that it was wrong drive while impaired	27.8	25.8	28.8	21.6	31.7
Personal reasons, pressure from family, friends,	4.1	0.0	6.1	5.4	3.3
Other	10.3	12.7	9.1	21.6	3.3
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.2) 7 9.43	No	(.16) 7 10.6

Reasons for Avoiding Drinking and Driving



Reasons for Avoiding Drinking and Driving



Of those who had done something to avoid drinking and driving (N=97), the most frequently given reason for trying to avoid drinking and driving was a belief that it was wrong. This was true of drinking drivers and passengers of drinking drivers as well as non-drinking drivers and non-passengers. Interestingly, more people were afraid of having an accident than of being caught by the police. This ties in with a previously reported finding that respondents estimated the likelihood of a drinking driver having an accident as being higher than of him being pulled over (SEE Perceived Likelihood of Consequences of Drinking-Driving). However, if the percentage of drivers who named fear of being caught by the police is added to the percentage of drivers who named fear of losing their license or going to jail, the total percentage of those who avoided drinking and driving because of fear of legal consequences is 24.7% and 38.7% of the drinking drivers gave fear of legal consequences as the reason for avoiding drinking and driving.

12. Driving After Drug or Medication Use

[Q# 48: "During the past month, have you used any of the following drugs and then driven?"]

RESPONSE	POPULATION N=368	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-D N=309	PDD N=69	NON-DD N=299
Prescription drugs such as sleeping pills, tranquilizers or anti-depressants	2.2%	3.4%	1.6%	0.0%	2.7%
Other prescription drugs such as heart medication, insulin or antibiotics	14.1	12.1	14.0	13.0	14.4
Over-the-counter drugs such as codeine, anti-histamines or cold medications	23.8	24.1	23.7	24.6	23.6
Marijuana or hashish	3.0	8.6	2.0*	10.1	1.3***
Other drugs such as LSD, heroin, mescaline or cocaine	0.0	0.0	0.0	0.0	0.0

* Significant at the .05 level

*** Significant at the .00 level

(a) These findings indicate few drivers reporting that they have driven after taking drugs or medication. The most commonly reported drug type was over-the-counter drugs such as cold medications (23.8%). However, less than one-quarter of the drivers reported driving after using these types of drugs.

(b) The only drug type on which drinking drivers differed significantly from drivers who did not drink and drive and on which passengers of drinking drivers differed significantly from those who were not passengers was marijuana or hashish. Nearly 9% of drinking drivers reported driving after having used marijuana or hashish compared to 2% of non-drinking drivers. Ten percent of passengers of drinking drivers reported driving after having used those drugs compared to only 1.3% of those who had not been passengers.

The remaining questions were asked of all respondents who had driven a motor vehicle within the past three years (N=393).

13. Driving History

The drivers were asked three questions regarding their driving history over the past three years, including have they ever had their license suspended for a drinking and driving offence, have they ever been charged with a drinking and driving offence and have they been in any accidents when they were the driver.

The results show that only a small percentage of the drivers reported having had their license suspended (2.7%), being charged with a drinking and driving offence (1.8%) or being in an accident (26.1%) during the past three years.

[Q# 49: "During the past 3 years, have you had your driving license suspended for 24 hours for a drinking and driving offence? If yes, how many times?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=304	PDD N=70	NON-PDD N=314
No	97.4%	91.2%	98.7%	92.9%	98.4%
Once	2.1	7.0	1.0	7.1	1.0
Twice	0.3	0.0	0.3	0.0	0.3
Three times	0.3	1.8	0.0	0.0	0.3
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.00) 3 14.8		Yes (.01) 3 11.1	

[Q# 50: "During the past 3 years, how many times have you been charged for a drinking and driving offence such as driving while impaired, or for having a blood alcohol level over .08 percent, or for refusing a breathalyzer test?"]

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=302	PDD N=69	NON-PDD N=313
No	98.2%	94.7%	99.0%	95.7%	98.7%
Once	1.3	3.5	0.7	4.3	0.6
Twice	0.5	1.8	0.3	0.0	0.6
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.07) 2 5.32		Yes (.04) 2 6.44	

[Q# 51: "Have you been in any motor vehicle accidents during the past 3 years with you as the driver, even if it wasn't your fault? If yes, how many times?"]

RESPONSE	POPULATION N=386	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=57	NON-DD N=306	PDD N=70	NON-PDD N=316
No	74.1%	68.4%	74.8%	68.6%	75.3%
Once	22.3	28.1	21.2	25.7	21.5
Twice	2.1	1.8	2.3	2.9	1.9
Three times	1.0	1.8	1.0	2.9	0.6
Four times	0.3	0.0	0.3	0.0	0.3
Five times	0.3	0.0	0.3	0.0	0.3
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No (.85) 5 1.97		No (.52) 5 4.24	

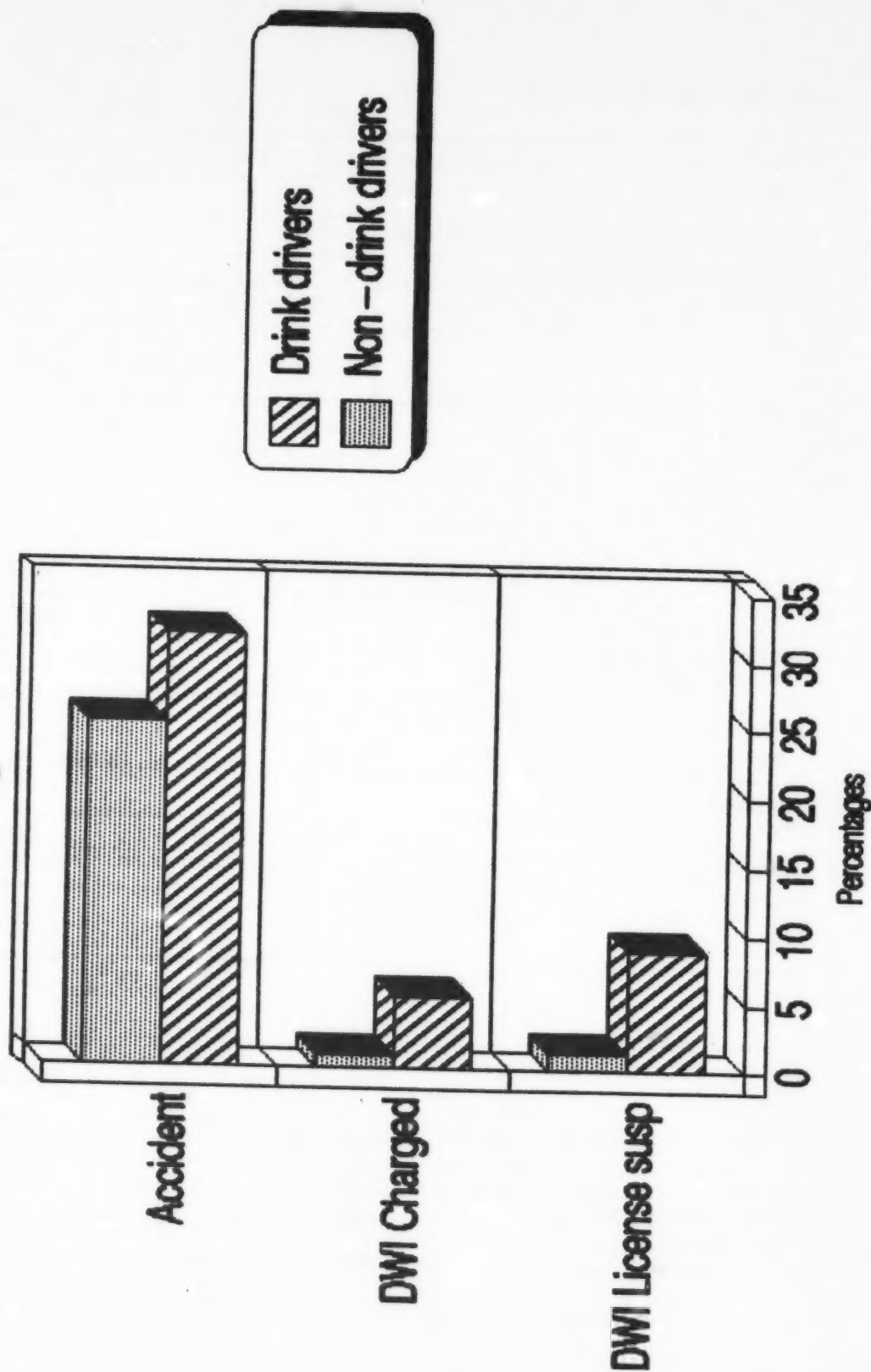
(a) Drinking drivers differed significantly from drivers who did not drive after drinking in that they were more likely to have had a 24-hour license suspension (8.8% compared to 1.3%). They did not differ significantly in terms of being charged with a drinking and driving offence or with having an accident.

(b) Passengers of drinking drivers were more likely to have had their license suspended and to have been charged with a drinking and driving offence than those who had not been passengers. However, the percentages are so small that caution should be taken when interpreting the results.

Driving History

% Reporting the Following Events

Drink drivers vs non-drivers



14. Driving Behaviour

[Q# 52: "The following are some statements about the way people drive. Tell me if each statement is often, sometimes, seldom or never true for you."]

A. I swear out loud at other drivers.

RESPONSE	POPULATION N=386	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=78	NON-PDD N=308
Often	17.4%	24.1%	16.2%	16.7%	17.5%
Sometimes	29.0	34.5	28.8	36.1	27.4
Seldom	19.4	22.4	19.4	25.0	18.2
Never	34.2	19.0	35.6	22.2	36.9
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.08) 3 6.62	No	(.08) 3 6.68

B. I like to pass other cars on the highway even if I'm not in a hurry.

RESPONSE	POPULATION N=385	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=308	PDD N=72	NON-PDD N=313
Often	3.4%	10.3%	1.9%	9.7%	1.9%
Sometimes	15.1	20.7	14.6	15.3	15.0
Seldom	22.9	27.6	22.7	25.0	22.4
Never	58.7	41.4	60.7	50.0	60.7
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes	(.00) 3 15.3	Yes	(.01) 3 11.9

C. I lose my temper when driving.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=72	NON-PDD N=314
Often	2.1%	6.9%	1.3%	4.2%	1.6%
Sometimes	12.2	15.5	11.7	12.5	12.1
Seldom	28.2	36.2	28.2	43.1	24.8
Never	57.5	41.4	58.9	40.3	61.5
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.01) 3 11.4		Yes (.00) 3 13.3	

D. Driving at high speeds is exciting.

RESPONSE	POPULATION	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=72	NON-PDD N=314
Often	3.4%	10.3%	1.9%	6.9%	2.5%
Sometimes	10.1	12.1	9.7	11.1	9.9
Seldom	10.9	13.8	10.7	13.9	10.2
Never	75.6	63.8	77.7	68.1	77.4
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes (.01) 3 12.5		No (.18) 3 4.86	

E. I make rude signs at other drivers who annoy me.

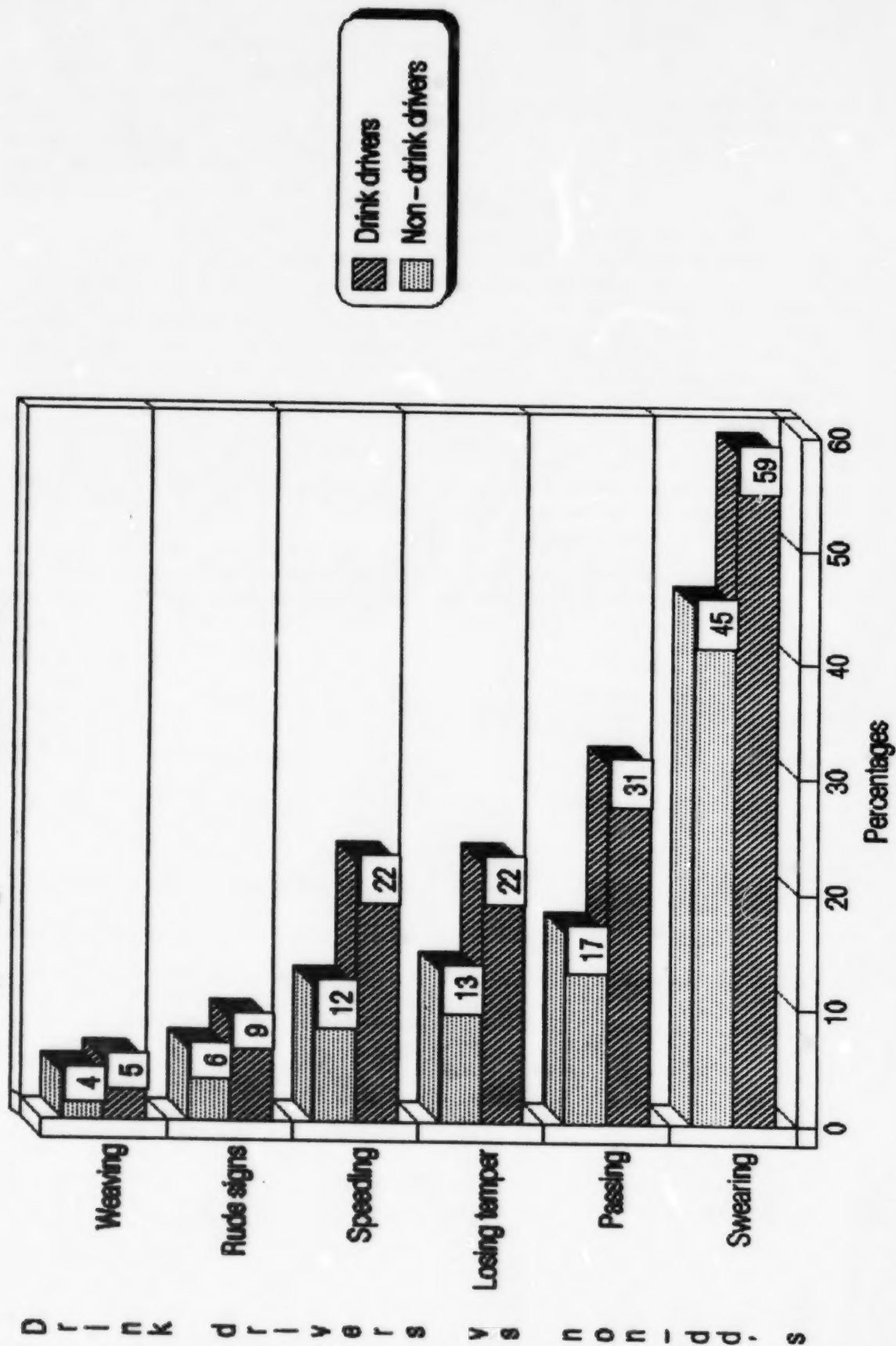
RESPONSE	POPULATION N=386	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=309	PDD N=72	NON-PDD N=314
Often	1.6%	1.7%	1.6%	4.2%	1.0%
Sometimes	4.7	6.9	4.5	6.9	4.1
Seldom	10.1	12.1	9.4	15.3	8.9
Never	83.7	79.3	84.5	73.6	86.0
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		No	(.78) 3 1.07	Yes	(.04) 3 8.29

F. It is fun to manoeuvre and weave through traffic.

RESPONSE	POPULATION N=386	DRINKING VS NON DRINKING DRIVERS		PASSENGERS VS NON-PASSENGERS	
		DD N=58	NON-DD N=308	PDD N=72	NON-PDD N=314
Often	0.8%	3.4%	0.3%	2.8%	0.3%
Sometimes	3.4	1.7	3.6	5.6	2.9
Seldom	7.0	12.1	6.5	9.7	6.4
Never	88.9	82.8	89.6	81.9	90.4
SIGNIFICANT DIFFERENCE DEGREES OF FREEDOM CHI-SQUARE		Yes	(.03) 3 8.63	No	(.06) 3 7.23

Driving Behaviour

% Reporting Sometimes or Often:



(a) A majority of the drivers reported that they seldom or never swear out loud at other drivers (53.6%), like to pass other cars on the highway (81.6%), lose their temper when driving (85.7%), like driving at high speeds (86.5%), make rude signs at other drivers (93.8%) or enjoy manoeuvring and weaving through traffic (95.9%).

(b) Drinking drivers differed significantly from drivers who did not drink and drive on several measures of driving behaviour. They were more likely to often or sometimes enjoy passing other cars (31.0% compared to 16.5%), to often or sometimes lose their temper when driving (22.4% compared to 13.0%), to sometimes or often enjoy speeding (22.4% compared to 11.6%) and to often or sometimes find it fun to manoeuvre and weave through traffic (5.1% compared to 3.9%).

(c) Passengers of drinking drivers also differed significantly from those who were not passengers on several measures of driving behaviour. Passengers were more likely to sometimes or often like to pass other cars on the highway (25.0% compared to 16.9% for non-passengers), to lose their temper when driving (16.7% compared to 13.7%) and to make rude signs at other drivers (11.1% compared to 5.1%).

SUMMARY OF FINDINGS

GENERAL POPULATION

1. Demographics

The results show the following distribution among age categories: 15.1% of the sample were under 26, 39.0% were between the ages of 26 and 40, 28.2% were between 41 and 60 and 17.8% were over 60 years old. The average age was 42.

The majority of the sample were currently married or living commonlaw (58.8%). Over one-quarter were single (26.5%), 10.3% were separated or divorced and 4.4% were widowed.

A plurality of the sample had achieved a high school diploma (31.8%) and another 30.0% had some college, some university, a college diploma or other training. Only 17.5% had a university degree while 20.7% had no schooling, elementary schooling or some high school.

The majority of the sample were currently working at a job or a business (65.8%). Nearly 17% were retired, 8.8% were either currently looking for work or enrolled as a student and 8.1% were keeping house.

With regard to total household income for 1988, a plurality of the sample made between \$20,000 and \$40,000 (38.4%). Twenty-six percent reported an income of between \$40,000 and \$60,000, 24.6% reported less than \$20,000 and 10.9% reported making over \$60,000.

The majority of the sample lived in a suburban community (57.6%). Thirty percent lived in an urban community and 12.2% lived in a rural community.

The majority of the sample were male (52.3%).

2. Attitudes

The sample was presented with eight issues; cigarette smoking, drug use, family violence, juvenile delinquency, pornography, racism, unemployment and AIDS, and asked whether, relative to these issues, they agreed or disagreed that drinking and driving was a more important problem. The results indicate that the sample viewed drinking and driving as a relatively important problem. A majority agreed it was as important or more important than all the issues they were presented with, in the following proportions; cigarette smoking (95.6%), drug use (75.4%), family violence (68.4%), juvenile delinquency (80.9%), pornography (83.8%), racism (77.9%), unemployment (64.8%) and AIDS (57.1%).

The sample was asked if they would be prepared to support or participate in activity in their community designed to reduce drinking and driving. A majority (53.8%) said they would be prepared.

The sample was presented with a list of things that could be done to reduce drinking and driving and asked if they agreed or disagreed with each of them. The list included more educational programs concerning drinking and driving, more roadblocks, stricter enforcement of existing laws, raising the drinking age, raising the driving age, more advertising against drinking and driving, more strictly controlling the sale of alcohol, providing free transportation to drinking drivers, having bars set up designated driver programs, including drinking and driving information in driver education and establishing more treatment services for problem drinkers.

A majority agreed with all the proposed strategies for reducing drinking and driving. The most popular strategies were including drinking driving information in driver education (97.8% agreed or strongly agreed), implementing more educational programs with regard to drinking and driving (91.4%), having bars and taverns set up designated driver programs (88.8%) and having police set up more roadblocks (85.8%). Over 80% of the sample also agreed or strongly agreed that there should be stricter enforcement of existing laws (83.5%) and that there should be more treatment services for problem drinkers (82.8%). The least popular strategies were raising the driving age (51.4%), raising the drinking age (51.8%) and more strictly controlling the sale of alcohol (53.8%).

The sample was asked their opinions of what the maximum legal penalties should be for a first drinking and driving conviction involving an accident but no injuries or death and for a first drinking and driving conviction involving an accident in which somebody was seriously hurt or killed.

With regard to their opinion of what the penalties should be for a first conviction in which no one is hurt or killed, a majority felt they should involve license suspension (57.6%). Over 30% felt the driver's license should be suspended from between 6 months to 3 years (32.4%). The second most frequently named penalty was a fine (22.5%). Only 3.7% of the sample thought that jail was an appropriate penalty.

The responses were then compared to what the maximum legal penalties are for a conviction of this type and classified as "correct" (naming one of the actual penalties), "less severe" and "more severe" than the actual penalties. Any one of the following responses were coded correct: license suspension from 6 months to 1 year, license suspension for 1

year and over, a fine of between \$1000 and \$5000, from 3 to 6 months in jail, a criminal record/court appearance for more than 5 points, and cancellation of auto insurance or increase in premiums. Forty percent of the sample named a penalty in the correct range while 36.3% named a less severe penalty. Only 5.1% named a penalty that was more severe than they are.

The respondents named more severe penalties for a first time conviction involving serious injury or death. Over half the sample thought that license suspension was still an appropriate penalty but recommended a longer period of suspension (32.8% felt the suspension should be for 3 years or more). Nearly one-quarter named jail as an appropriate penalty with 9.3% recommending sentences of 3 years or more.

3. Behaviour

Respondents were asked a number of questions regarding their past and present drinking and driving behaviour. When asked if, within the past month, they had been a passenger in a vehicle in which the driver had been drinking, less than one-fifth said they had (18.2%). Of those who had (N=75), 34.7% said the driver was their spouse or boy/girlfriend and 31.9% said the driver was a friend of the same sex. Nearly three-quarters of those who had been a passenger of a drinking driver did not feel they had been in any danger as a result. Those who were concerned about their safety were asked why they consented to be a passenger. The most frequently given response was a lack of alternative transportation (40.0%).

Just over one-quarter of the total sample had, at one time, reported a drinking driver to the police (27.1%). Only a very small percentage of the respondents said they were involved in any of the groups campaigning against drinking and driving (2.2%) or had participated in any campaign activity (1.5%).

The sample was asked if, during the past month, they had done anything to prevent someone from drinking and driving. The majority said they had not (77.9%). Those who had done something (N=91) were asked what relationship the person had to them and if their efforts were successful. A majority said the person was either a friend of the same sex (33.3%) or their spouse or boy/girlfriend (23.3%). The vast majority successfully prevented the person from driving (87.8%).

The sample was asked if they had driven within the past month and if they had driven during the past 3 years. Nearly 90% said they had driven during the past month (89.5%) while only 4.4% had not driven during the past 3 years. Those who had driven during the past month (N=368) were asked if they had been in a situation in which they had to drive after

having had more than two drinks. The results show only a small percentage of the drivers reported driving after drinking (15.7%). The most frequently given reason for doing so was not wanting to leave the car. The majority of the respondents who had driven after drinking reported they were drinking either in a bar (44.0%) or at someone else's home (32.0%). Nearly two-fifths of the drinking drivers had been drinking with friends of both sexes (39.2%) while another fifth were drinking with their spouse or boy/girlfriend (19.6%). A majority were drinking beer (68.0%). Slightly less than half the drinking drivers reported only drinking and driving once in the past month (47.1%). Just over 15% had driven 5 or more times after drinking.

When the respondents who said they had driven in the past month were asked if, in the past month, they had agreed to be the non-drinking driver for an occasion involving drinking, less than one-third said they had (27.2%).

These drivers were asked if they had done anything in the past month to avoid driving after drinking, if so, what they did and why they tried to avoid driving after drinking. Only 31.5% of the drivers said they had done something, the most commonly reported actions were taking a taxi, bus, subway or walking (7.9%) and asking someone else to drive (7.6%).

The most frequent reason given by those who had tried to avoid drinking and driving (N=97) was a belief it was wrong to drive while impaired (27.8%). More people were afraid of having an accident than of being caught by the police (25.8% compared to 16.5%). However, another 8.2% said they tried to avoid drinking and driving because they were afraid of losing their license or going to jail. Therefore, 24.7% of those who had tried to avoid drinking and driving did so out of fear of legal consequences (being caught by the police or losing their license or going to jail).

The drivers were asked if they had driven after using various types of drugs including prescription drugs such as sleeping pills, tranquilizers or anti-depressants; other prescription drugs such as heart medication, insulin or antibiotics, over-the-counter drugs such as codeine, antihistamines or cold medications; marijuana or hashish; and other drugs such as LSD, heroin, mescaline or cocaine. The results show few drivers driving after taking drugs or medication. The most commonly reported drug type used was over-the-counter drugs (23.8%). 14.1% said they drove after using prescription drugs such as heart medication, insulin or antibiotics, 3.0% said they drove after using marijuana or hashish and 2.2% said they drove after using prescription drugs such as sleeping pills, tranquilizers or antidepressants. No one reporting driving after using LSD, heroin, mescaline or cocaine.

Respondents who said they had driven within the past three years (N= 393) were asked three questions regarding their driving history over the past three years including have they ever had their license suspended for a drinking and driving offence, have they ever been charged with a drinking and driving offence and have they been in any accidents when they were driving. The results show that only a small percentage of the drivers reported having had their license suspended (2.7%), being charged with a drinking and driving offence (1.8%) or being in an accident (26.1%).

These drivers were presented with a number of statements about the way people drive and asked if they were true for them often, sometimes, seldom or never. The statements included "I swear out loud at other drivers", "I like to pass other cars on the highway even if I'm not in a hurry", "I lose my temper when driving", "Driving at high speeds is exciting", "I make rude signs at other drivers who annoy me", and "It is fun to manoeuvre and weave through traffic". A majority of the drivers reported that they seldom or never swear out loud (53.6%), like to pass other cars (81.6%), lose their temper (85.7%), like driving at high speeds (86.5%), make rude signs (93.8%) or enjoy weaving through traffic (95.9%).

4. Knowledge

The sample was asked if they could name any public or private groups, programs or organizations that campaigned against drinking and driving. MADD was the most frequently named group (53.5%), followed by CounterAttack (13.1%) and the police (9.5%).

The sample was asked how many drinks they think they can have before their ability to drive becomes impaired and before they are over the legal limit of .08 percent. A majority believed they would reach the level at which their ability to drive was impaired after having two or fewer drinks (63.8%). A smaller percentage believed they would exceed the legal limit of .08 percent after having two drinks or fewer (46.6%).

The sample was asked, on a scale of 0 to 10 where 0 means no chance and 10 means certainty, how likely it would be for a drinking driver to be in an accident, to be pulled over by the police and, if pulled over, to be charged with drinking and driving. The sample estimated, on average, that the likelihood of having an accident was 5.32, the likelihood of being pulled over by the police was 3.02 and the likelihood of being charged, if pulled over, was 5.87. Thus, the sample felt it was much more likely that a drinking driver would have an accident than that he would be pulled over by the police.

The sample was asked if they knew the maximum and usual legal penalties for a first drinking and driving conviction in which no one was injured or killed. Over fifty percent said they did not know what the maximum legal penalties were (52.1%). Nearly one-half thought the maximum legal penalties involved either a fine (21.7%) or license suspension (22.1%). Their responses were then compared with the actual penalties. One-fifth were able to name a correct penalty while 22.9% named a less severe penalty. Only one percent named a more severe penalty.

Over fifty percent said they knew the usual penalties for a first drinking and driving conviction in which no one was injured or killed. (53.3%). One-quarter of the sample thought that license suspension was a usual penalty for a conviction of this type (25.8%) while 20.9% mentioned fines. Ten percent thought that the usual suspension was between 1 to 6 months and 14.1% thought the usual fine was between \$101 and \$1000.

DRINKING DRIVERS COMPARED TO DRIVERS WHO DID NOT DRINK AND DRIVE

Drinking drivers were defined as those persons who had driven a vehicle within the past month and who reported that they were in a situation during the past month in which they had to drive after having more than two drinks (N=58).

1. Demographics

Drinking drivers tended to be younger than drivers who did not drink and drive. Sixty-two percent of the drinking drivers were under 36 years of age compared to 38.2% of the drivers who did not drink and drive. Drinking drivers were also more likely to be male (67.2% compared to 51.5% of drivers who did not drink and drive).

A much higher proportion of drinking drivers were single (37.9% compared to 22.9% of the drivers who did not drink and drive). They were more likely to be currently employed or working at a business (86.2% compared to 65.8%). This relationship is partly attributable to the age difference between drinking drivers and drivers who did not drink and drive as 17.3% of the drivers who did not drink and drive were retired compared to only 3.4% of the drinking drivers.

2. Attitudes

Very few differences emerged in the attitudes of drinking drivers compared to drivers who did not drink and drive. Drinking drivers were more likely to believe that AIDS was a more important problem than drinking and driving (66.6% compared to 38.7% for drivers who did not drink and drive). This is probably related to the fact that drinking drivers were more likely to be young and single. They were also less likely to support stricter enforcement of anti-drinking driving laws (74.6% compared to 84.6% for drivers who did not drink and drive) and to support raising the driving age (38.6% compared to 52.8% of drivers who did not drink and drive). There were no significant differences between drinking drivers and drivers who did not drink and drive regarding their opinions on what the penalties should be for a first time drinking and driving conviction.

3. Behaviour

There were several significant differences between drinking drivers and drivers who did not drink and drive in terms of reported behaviour. Drinking drivers were far more likely to report having been a passenger of a drinking driver (48.3% compared to only 13.3% of drivers who did not drink and drive), they were more likely to report having tried to

prevent someone from driving after drinking (44.7% compared to 18.6%), they were more likely to report having done something to avoid driving after drinking (62.1% compared to 25.9%), they were more likely to report having driven after using marijuana or hashish (8.6% compared to 2.0%) and they were more likely to report having had their license suspended for drinking and driving (8.8% compared to 1.3%). A larger percentage of drinking drivers said they enjoyed passing cars than did drivers who did not drink and drive (31.0% compared to 16.5%) and reported losing their temper while driving (22.4% compared to 13.0%). Also compared to drivers who did not drink and drive, they said they liked to drive fast (22.4% compared to 11.6%) and weave through traffic (5.1% compared to 3.9%).

4. Knowledge

Drinking drivers and drivers who did not drink and drive did not differ significantly with regard to their own awareness of particular groups campaigning against drinking and driving, their estimation of the number of drinks one can have before reaching the legal limit for driving, their perception of the likelihood of various consequences of drinking and driving and their knowledge of penalties for drinking and driving. The two groups did differ significantly when asked how many drinks they can have before their ability to drive is impaired. Drinking drivers were more likely to estimate three or more drinks to impairment (66.2% compared to 29.9% of drivers who did not drink and drive).

PASSENGERS OF DRINKING DRIVERS COMPARED TO THOSE WHO HAD NOT BEEN PASSENGERS OF DRINKING DRIVERS

Passengers of drinking drivers were defined as those respondents who said that within the past month they had been a passenger in a vehicle in which the driver had had more than two drinks within a few hours prior to driving.

1. Demographics

Passengers of drinking drivers also tended to be younger than those who had not been passengers of drinking drivers. Sixty-three percent were under 36 years old compared to 37% of those who had not been passengers. A greater percentage of passengers were single (42.7% compared to 22.8% of those who had not been passengers) and currently working at a job or a business (82.7% compared to 62.0%). There was also a significant difference between passengers of drinking drivers and those who had not been passengers of drinking drivers with regard to income. Passengers were less likely to report a total household income of under \$20,000 (11.9% compared to 27.6%) and more likely to report an income of over \$60,000 (19.4% compared to 9.0%).

2. Attitudes

Like drinking drivers, passengers of drinking drivers were more likely to consider AIDS a more important problem than did those who had not been passengers of drinking drivers (56.8% thought it was more important than drinking and driving compared to 39.5% of those who had not been passengers). Passengers did not differ significantly from those who had not been passengers in terms of any of the other "Importance" questions. When asked their opinion of various strategies for reducing drinking and driving, passengers of drinking drivers were less likely to agree that the drinking age should be raised (39.2% compared to 54.6% for those who had not been passengers) and that the driving age should be raised (43.3% compared to 53.3%). These "attitude" differences may be partially due to the fact that passengers of drinking drivers tend to be younger than those who had not been passengers. There were no significant differences between the two groups with regard to their opinions concerning penalties for a first time drinking and driving conviction.

3. Behaviour

Passengers of drinking drivers differed significantly from those who had not been passengers of drinking drivers on several behaviour measures. Passengers were more likely to say they had reported a drinking driver to the police (40.0% compared to 24.3% of those who had not been passengers). They were also more likely to report having tried to prevent

someone from drinking and driving (46.7% compared to 16.7% of those who had not been passengers), having driven after drinking (40.6% compared to 10.1%), having done something to avoid driving after drinking (59.6% compared to 25.2%) and having driven after using marijuana or hashish (10.1% compared to 1.3%). When asked about their drinking and driving history, passengers were more likely to report having had their license suspended for 24 hours for a drinking and driving offence (7.1% compared to 1.6%) and having been charged with a drinking and driving offence (4.3% compared to 1.2%).

Passengers of drinking drivers also differed significantly from those who had not been passengers on several measures of driving behaviour. Passengers were more likely to report that they sometimes or often enjoy passing other cars on the highway (25.0% compared to 16.9%), often or sometimes lose their temper when driving (16.7% compared to 13.7%) and often or sometimes make rude signs at other drivers (11.1% compared to 5.1%).

4. Knowledge

When asked if they could name a group or organization campaigning against drinking and driving, passengers of drinking drivers were more likely to name MADD than those who had not been passengers of drinking drivers (70.7% compared to 49.7%) and the government (13.3% compared to 5.1%). Passengers also differed significantly from those who had not been passengers when asked how many drinks they think they can have before their ability to drive becomes impaired. Forty-two percent of the passengers believed they would become impaired after two drinks or fewer compared to 69.3% of the those who had not been passengers. When asked for their estimation of the likelihood of a drinking driver getting in an accident, being pulled over by the police and being charged with drinking and driving, passengers of drinking drivers differed significantly from those who had not been passengers on two of the measures: having an accident and being charged with drinking and driving. On a scale of 0 to 10, where 0 is no chance and 10 is certainty, passengers of drinking drivers estimated the likelihood of both events as being somewhat lower than did those who had not been passengers (4.12 compared to 5.58 as the average likelihood of being in an accident and 5.21 compared to 6.03 as the average likelihood of being charged with a drinking and driving offence). There were no significant differences between the two groups with regard to their knowledge of penalties for a first time drinking and driving conviction.

CONCLUSIONS

The survey produced a number of findings that should be of interest in terms of policy and programming with regard to drinking and driving. While a detailed presentation of these findings can be found in the RESULTS and SUMMARY OF FINDINGS sections, the following points may be of particular interest:

1. The sample as a whole considered drinking and driving to be a relatively serious problem in comparison to smoking, drug use, family violence, juvenile delinquency, pornography, racism, unemployment and AIDS. The majority felt that drinking and driving was as important or more important than any of these eight issues.

2. When asked if they agreed or disagreed with a list of things that could be done to reduce drinking and driving, a majority of the sample agreed with all the items on the list. The items attaining the highest percentage of agreement were, in order, including drinking and driving information in driver education, implementing more educational programs with regard to drinking and driving, having bars and taverns set up designated driver programs, having police set up more roadblocks, enforcing existing laws more strictly and establishing more treatment services for problem drinkers. Over 80% of the sample agreed or strongly agreed with all of these strategies.

3. When asked what the maximum legal penalties should be for a first time drinking and driving conviction, over three-quarters of the sample named a penalty that was in line with or was less severe than current British Columbia maximum legal penalties. Only 5.1% named penalties that were more severe than the actual maximum legal penalties.

However, for a first time conviction in which serious injury or death is involved, the sample named much harsher penalties than those named for a first time conviction involving no injuries or death. While over half thought that license suspension was still an appropriate penalty, most of those respondents thought the suspension should be for 3 years or more. Nearly one-quarter of the sample felt the driver should be given a jail sentence with 9.3% recommending sentences of 3 years or more.

4. While CounterAttack was the second most frequently named group or organization campaigning against drinking and driving (13.1%), it still falls far behind MADD, which was named by 53.5% of the sample.

5. When asked about the likelihood of certain consequences happening to a drinking driver, the respondents felt the

driver was more likely to have an accident than to be pulled over by the police. On a scale of 0 to 10, where 0 means no chance of the event happening and 10 means its certain to happen, the sample gave an average rating of only 3.02 for a drinking driver's chances of being pulled over by the police. Further, those respondents who had reported driving after drinking during the past month rated the chances even lower, at 2.64 as did passengers of drinking drivers who gave an average rating of 2.63.

6. The respondents were asked if they had done anything in the past month to avoid drinking and driving. Of the 97 respondents who said they had done something to avoid drinking and driving, the most frequently given reason for so doing was that they felt it was wrong to drive while impaired (27.8%). This was true for drinking drivers and passengers of drinking drivers as well as the general population. The second most frequently given reason was fear of being in an accident (25.8%). Only 16.5% of the respondents who had done something to avoid drinking and driving gave fear of being caught by the police as a response. However, of the drinking drivers who had done something to avoid drinking and driving, fear of being caught by the police was the second most frequently given reason (22.6%).

7. 18.2% of the sample said that, within the past month, they had been a passenger in a vehicle in which the driver had been drinking. An analysis of the demographic characteristics of this group showed that passengers of drinking drivers tended to be younger than those had not been passengers of drinking drivers. Sixty-three percent were under 36 years old compared to 37% of those who had not been passengers. A greater percentage of passengers were single (42.7% compared to 22.8% of those who had not been passengers) and currently working at a job or a business (82.7% compared to 62.0%). There was also a significant difference between passengers of drinking drivers and those who had not been passengers of drinking drivers with regard to income. Passengers were less likely to report a total household income of under \$20,000 (11.9% compared to 27.6%) and more likely to report an income of over \$60,000 (19.4% compared to 9.0%).

8. All respondents who said they had driven within the past month (N=368) were asked if, during the past month, they had been in a situation in which they had to drive after having more than two drinks. 15.7% said they had been in such a situation. The respondents who said they had driven after drinking were asked where they had been drinking, who they were drinking with, and what they were drinking. 44.0% said they were drinking in a bar, 39.2% said they were drinking with friends of both sexes and 68.0% said they were drinking beer. These results suggest a typical profile of a drinking

and driving situation involves drinking beer with friends of both sexes in a bar.

Drinking drivers tended to be younger than drivers who did not drink and drive. Sixty-two percent of the drinking drivers were under 36 years of age compared to 38.2% of the drivers who did not drink and drive. Drinking drivers were also more likely to be male (67.2% compared to 51.5% of drivers who did not drink and drive).

A much higher proportion of drinking drivers were single (37.9% compared to 22.9% of the drivers who did not drink and drive). They were more likely to be currently employed or working at a business (86.2% compared to 65.8%). This relationship is partly attributable to the age difference between drinking and drivers who did not drink and drive as 17.3% of the drivers who did not drink and drive were retired compared to only 3.4% of the drinking drivers.

9. In addition to finding similarities between drinking drivers and passengers of drinking drivers in terms of demographics, the survey also found that there was considerable overlap between the two groups. 48.3% of the drinking drivers said they had been a passenger of a drinking driver during the past month.

CHRISTMAS 1988 COUNTERATTACK CAMPAIGN
ENHANCED PRE-CAMPAIGN SURVEY INSTRUMENT

Hello, this is _____. I'm calling from Vancouver on behalf of a Provincial Traffic Safety Program. We are conducting a survey of residents in your community this evening and your household has been randomly selected to represent your neighborhood. May I speak to the person in your household who is 16 years of age or older and who has had the most recent birthday.

IF R CONTINUE AT (A)

IF X-R ASK FOR CORRECT PERSON, REINTRODUCE AND CONTINUE AT (A).

IF CORRECT PERSON NOT AVAILABLE, SCHEDULE CALL-BACK

IF R ASKS "WHAT'S THIS ABOUT BIRTHDAYS?"

SAY: That's just a method we use to make sure each person in a household has an equal chance of participating in the survey.

IF R ASKS "WHAT IS THIS ABOUT?"

SAY: We are conducting a survey on the attitudes, experiences and information the people in your area have regarding some issues of traffic safety.

IF R ASKS "HOW WAS MY HOUSEHOLD SELECTED?"

SAY: Your phone number was randomly selected from among all those in your area so that every resident in your area would have an equal chance of being included in the survey. (IF UNLISTED NUMBER, SAY: The last two numbers of each phone number were randomly assigned.

IF R ASKS "WHAT WILL THIS INFORMATION BE USED FOR?"

SAY: The information will be used to improve the effectiveness of programs to increase traffic safety.

IF R ASKS "HOW DO I KNOW YOU'RE TELLING THE TRUTH?"

SAY: You may call Joanne Nicholson collect, at the Program Headquarters in Vancouver between 9 A.M. and 4 P.M. (604) 660-2604.

IF R ASKS "WHO ARE YOU CALLING ON BEHALF OF?"

SAY: I would prefer not to tell you the name of the Program until we have completed the interview because some of the questions are about your awareness of this Program and its activities.

IF R INSISTS ON KNOWING NAME OF PROGRAM/SURVEY SPONSOR,

SAY: The CounterAttack Program (Note on CodeSheet-circle the CA that precedes 1a.)

(A) The survey will only take about 15 minutes or so and your participation would make a valuable contribution to this traffic safety improvement effort. You should know that your answers will be kept strictly confidential and reported without inclusion of your phone number so that you cannot be identified. If there are any questions which you would prefer not to answer, just tell me and I will go on to the next question. Can we begin now?

IF YES, CONTINUE

IF NO, SCHEDULE CALL-BACK

First, I would like to ask your opinion on a number of issues having to do with drinking/driving. We want to see how important this issue is to you in comparison with a number of different social issues. (IF AGREE: do you just agree or strongly agree? IF DISAGREE: do you just disagree or strongly disagree?)

Please tell me whether you strongly agree, agree, disagree or strongly disagree with the following statements:

1a. Drinking and Driving is a more important problem than:

- A. Cigarette smoking?
- B. Drug use?
- C. Family violence?
- D. Juvenile delinquency?
- E. Pornography?
- F. Racism?
- G. Unemployment?
- H. AIDS

- 1. Strongly agree
- 2. Agree
- 3. Neither agree nor disagree
- 4. Disagree
- 5. Strongly disagree
- X. Don't Know
- Y. Refused

1. Within the last month, have you seen a police roadblock or spot check? If YES, how many times:

- 1. _____ (number of times)
- 2. No (GO TO Q.4)
- X. Don't Know (GO TO Q.4)
- Y. Refused (GO TO Q.4)

2. Did you think (this/any of these) check(s) were for drinking/driving?

- 1. Yes
- 2. No
- X. Don't Know
- Y. Refused

3. During the past month, have you been stopped by the police during a road check? If YES, how many times:

- 1. _____ (number of times)
- 2. no
- X. Don't Know
- Y. Refused

4. Have you ever reported a drinking-driver to the police?

- 1. Yes
- 2. No
- X. Don't know
- Y. Refused

5. Are you aware of any drinking-driving campaign activity in your area within the last month?

- 1. Yes
- 2. No (GO TO Q. 8)
- X. Don't Know (GO TO Q. 8)
- Y. Refused (GO TO Q. 8)

6. What activities?

- 1. Police Roadblocks/Spot Checks
- 2. Announcements
- 3. Advertising
- 4. Offer of Taxi Vouchers
- W. Other (Specify)
- X. Don't Know
- Y. Refused

7. How did you find out about these activities?

- 1. T.V. (GO TO Q.10)
- 2. Radio (GO TO Q.10)
- 3. Newspapers (GO TO Q.10)
- 4. Posters
- 5. Word of mouth
- 6. Mall Display
- 7. Payroll Envelop
- 8. Utility Bill
- 9. Presentation (School, Work, Service Club)
- 10. Vehicle Decals
- 11. Police Roadblock/Spot Check (Saw or Stopped by)
- 12. 7-11 Stores
- 13. White Spot
- 14. Bus Ads
- W. Other (specify)
- X. Don't know
- Y. Refused

8. Within the past month, do you recall having seen or heard any advertising messages dealing with drinking and driving?

- 1. Yes
- 2. No (GO TO Q. 11)
- X. Don't know (GO TO Q. 11)
- Y. Refused (GO TO Q. 11)

9. Where did you hear or see this message?

1. T.V.
2. Radio
3. Newspapers
4. Posters
5. Word of mouth
6. Mall Display
7. Payroll Envelop
8. Utility Bill
9. Presentation (School, Work, Service Club)
10. Vehicle Decals
11. Police Roadblock/Spot Check (Saw or Stopped by)
12. 7-11 Stores
13. White Spot
14. Bus Ads
15. Billboards
- W. Other (specify)
- X. Don't know
- Y. Refused

10. What do you recall most from what this message said?

1. Don't drink and drive
2. Accidents happen/people can get hurt when you drink and drive
3. Penalties for driving while impaired
4. Friends don't let friends drink and drive
5. Personal responsibility to stop drinking and driving
6. Specific ad or image (do not specify)
7. Be a/Choose a Designated Driver
- W. Other (specify)
- X. Don't know/don't remember
- Y. Refused

11. Can you name any public or private groups, programs or organizations that have been campaigning against drinking and driving?

1. BCAA
2. ICBC
3. Government
4. CounterAttack
5. The police
6. Ministry of Transportation
7. Liquor Distribution Branch
8. MADD
9. Citizen's groups
10. Alcoholics Anonymous
11. Labatts
12. Liquor companies
13. Broadcasters Association
14. White Spot
15. B.C. Transit
16. SADD
17. 7-11 Stores
18. Taxi Companies
- W. Other (Specify)
- X. None (Don't Know) (GO TO Q. 15)
- Y. Refused (GO TO Q. 15)

12. Any others?

(AS IN 11)

13. Are you presently involved with any of these groups or organizations?

1. Yes
2. No
- X. Don't Know
- Y. Refused

14. During the last month, did you participate in any drinking/driving Campaign activity?

1. yes
2. no
- X. Don't Know
- Y. Refused

15. Would you be prepared to support or participate in activities in your community designed to reduce drinking and driving?

1. Yes
2. No
- X. Don't know
- Y. Refused

17. Now I'm going to read some things that could be done to reduce drinking and driving. Tell me if you agree or disagree with each of the following: (IF AGREE: do you just agree or strongly agree. IF DISAGREE: do you just disagree or strongly disagree).

- A. There should be more educational programs to teach people about drinking and driving
 - B. The police should set up more roadblocks and spot checks
 - C. There should be stricter enforcement of existing laws
 - D. The drinking age should be raised
 - E. The age at which people can drive should be raised
 - F. There should be more advertising against drinking and driving
 - G. The sale of alcohol should be more strictly controlled
 - H. Free transportation should be provided to drivers who have had too much to drink
(IF ASKED WHO PAYS SAY "Government")
 - I. More bars and taverns should set up designated driver programs
 - J. Driver education should include information on drinking and driving
 - K. There should be more treatment services for problem drinkers
-
- 1. Strongly agree
 - 2. Agree
 - 3. Neither agree nor disagree
 - 4. Disagree
 - 5. Strongly disagree
 - X. Don't Know
 - Y. Refused

Now I would like to ask you some questions about alcohol consumption. In these questions, when we use the word "DRINK", it means one bottle of beer or glass of draft, one small glass of wine, or one shot or mixed drink with hard liquor.

18. About how many drinks do you think you can have, over a 2-hour period, before your ability to drive becomes impaired?
- 1. _____ (number of drinks)
 - X. Don't Know
 - Y. Refused
19. About how many drinks do you think you can have, over a 2-hour period, before you are over the legal limit of .08 percent?
- 1. _____ (number of drinks)
 - X. Don't Know
 - Y. Refused

Please answer the next few questions on a scale of 0 to 10, where 0 means there would be no chance of the described event happening and 10 means it is certain that this would occur.

One aspect of travelling involves being on the road with people who have been drinking. My next few questions are on this topic. I would like you to imagine an average 150 pound person who has had three or four drinks within the previous hour. This person then drives home. The trip takes about twenty minutes and uses both main and residential streets. The time is 10 p.m. on a Saturday night during the last month.

20. How likely do you think it would be for this person to be in an accident on the way home?

1. (0 through 10)

X. Don't Know

Y. Refused

21. How likely do you think it would be for this person to be pulled over by the police for drinking driving?

1. (0 through 10)

X. Don't Know

Y. Refused

22. If the person were pulled over, how likely do you think it is that he would be charged with drinking driving?

1. (0 through 10)

X. Don't Know

Y. Refused

23. Do you happen to know the maximum British Columbia penalties for a first drinking driving conviction involving an accident in which no persons have been injured or killed?

CODE OPTIONS

24. Any others?

CODE OPTIONS

25. Do you know what the usual British Columbia penalties are for a first drinking driving conviction of involving an accident but no injuries or deaths?

CODE OPTIONS

26. Any others?

CODE OPTIONS

27. What do you think the maximum penalties for a first drinking driving conviction of this kind should be ?

CODE OPTIONS

28. Any others?

CODE OPTIONS

29. What do you think the maximum penalties should be for a first drinking and driving conviction involving an accident in which somebody was seriously hurt or killed?

CODE OPTIONS (Add extremes in 6_ category or (__96__)

30. Any others?

CODE OPTIONS (Add extremes in 6_ category or (__96__)

I'm now going to ask you some questions about your own passenger and driving experience.

31. Within the past month about how many times have you been a passenger in a vehicle in which the driver has been drinking? By drinking, I mean having more than two drinks within a few hours prior to driving.

- 0. Zero (GO TO Q. 35)
- 1. Once
- 2. Twice
- 3. Three times
- 4. Four times
- 5. Five or more
- X. Don't Know
- Y. Refused

32. The last time this happened, were you concerned about your safety because the driver had too much to drink?

- 1. Yes
- 2. No (GO TO Q. 34)
- X. Don't Know
- Y. Refused

33. Even though you were concerned about your safety, why did you choose to be a passenger?

IF R ASKS FOR AN EXAMPLE, ROTATE THE EXAMPLE YOU GIVE FROM ONE R TO THE NEXT AND NOTE EXAMPLE NUMBER GIVEN IN () ON CODESHEET IN SPACE FOR Q ANSWER, FOLLOWED BY ACTUAL Q ANSWER, IF ANY

1. No alternative transportation
2. Did not want to say no/afraid to say no
3. Not far to go
4. Everyone was doing it/peer pressure
5. Did not want to leave driver/to keep driver alert
- W. Other (specify)
- X. Don't know/don't remember
- Y. Refused

34. What was the driver's relationship to you?

1. Your spouse/partner or boyfriend/girlfriend
2. Relative other than your spouse
3. People you work with or business associates
4. Friends of both sexes
5. Friend of the same sex as you
6. Friend of the opposite sex
7. Stranger or person you met after you started drinking
8. Alone, no one else was around
- W. Other (specify)
- X. Don't Know
- Y. Refused

35. During the past month, have you done anything to prevent someone from driving after they have had too much to drink. If YES, what:

IF R ASKS FOR AN EXAMPLE, ROTATE THE EXAMPLE YOU GIVE FROM ONE R TO THE NEXT AND NOTE EXAMPLE NUMBER GIVEN IN () ON CODESHEET IN SPACE FOR Q ANSWER, FOLLOWED BY ACTUAL Q ANSWER, IF ANY

1. Asked someone not to drive
2. Offered to drive someone else home yourself
3. Asked someone to take a taxi, bus or subway
4. Tried to take someone's car keys
5. Asked someone to stay at your home
- W. Other (Specify)
- X. No/Don't Know (GO TO Q. 38)
- Y. Refused (GO TO Q. 38)

36. The last time you did this, was the person a friend, a family member or someone else?

1. Your spouse/partner or boyfriend/girlfriend
2. Relative other than your spouse
3. Person you work with or business associate
4. Friends of both sexes
5. Friend of the same sex as you
6. Friend of the opposite sex
7. Stranger or person you met after you started drinking
8. Alone, no one else was around
- W. Other (specify)
- X. Don't Know
- Y. Refused

37. Were you successful?

1. Yes
2. No
- X. Don't Know
- Y. Refused

38. In the past month, have you driven a motor vehicle? By motor vehicle, I mean a car, truck, van or motorcycle. (IF NO, ASK "Have you driven in the last 3 years?")

1. Yes
2. No (GO TO Q. 49)
3. Not in last 3 years (GO TO Q. 53 WITH INTRO)
- X. Don't Know
- Y. Refused

39. In the past month, have you agreed beforehand to be the non-drinking driver for an occasion involving drinking?

1. Yes
2. No
- X. Don't Know
- Y. Refused

40. During the past month, were there any situations in which you had to drive after having more than two drinks? If YES, what?

IF R ASKS FOR AN EXAMPLE, ROTATE THE EXAMPLE YOU GIVE FROM ONE R TO THE NEXT AND NOTE EXAMPLE NUMBER GIVEN IN () ON CODESHEET IN SPACE FOR Q ANSWER, FOLLOWED BY ACTUAL Q ANSWER, IF ANY

1. Alternatives available but not desirable
2. Didn't want to leave car/needed car
3. Responsible for driving others home
4. Unexpected emergency
5. No public transportation
- W. Other (specify)
- X. No / Don't Know (GO TO Q. 46)
- Y. Refused (GO TO Q. 46)

41. During that occasion, where were you drinking?

1. In a bar, tavern or pub
2. In a restaurant
3. At home
4. At someone else's home
5. At a social event such as a party, dance, wedding or club
6. At a public event such as a concert, sports event or festival
7. Out of doors, e.g., while fishing, hiking or skiing
8. In a motor vehicle
- W. Anywhere else (specify)
- X. No/Don't Know
- Y. Refused

42. During that occasion, if you were drinking with anyone else, what was their relation to you?

1. Your spouse/partner or boyfriend/girlfriend
2. Relatives other than your spouse
3. People you work with or business associates
4. Friends of both sexes
5. Only friends of the same sex as you
6. Only friends of the opposite sex
7. Strangers or people you met after you started drinking
8. Alone, no one else was around
- W. Other (specify)
- X. Don't Know
- Y. Refused

43. During that occasion, what if anything, did you do in order to reduce the amount you drank?

IF R ASKS FOR AN EXAMPLE, ROTATE THE EXAMPLE YOU GIVE FROM ONE R TO THE NEXT AND NOTE EXAMPLE NUMBER GIVEN IN () ON CODESHEET IN SPACE FOR Q ANSWER, FOLLOWED BY ACTUAL Q ANSWER, IF ANY

1. Avoid being with friends who drank alot
2. Get filling food to absorb the alcohol
3. Count the number of drinks you had
4. "Nurse" a drink
5. Switch from liquor to beer or wine
6. Drinking low alcohol beer or wine
7. Drinking non-alcoholic beverages
- W. Other (Specify)
- X. Nothing/Don't Know
- Y. Refused

44. During that occasion what did you drink?

(NOTE FIRST TYPE OF DRINK MENTIONED)

- 1. Beer
- 2. Wine
- 3. Coolers
- 4. Hard liquor (mixed drinks)
- 5. Other (specify)
- X. Don't Know
- Y. Refused

45. And within the last month, how many times, in total, have you driven a vehicle after having more than two drinks?

- 0. Zero
- 1. Once
- 2. Twice
- 3. Three times
- 4. Four times
- 5. Five to Ten times
- 6. More than Ten times
- X. Don't Know
- Y. Refused

46. During the past month, what if anything, have you done in order to avoid driving after you had more than 2 drinks? If DONE SOMETHING, what:

IF R ASKS FOR AN EXAMPLE, ROTATE THE EXAMPLE YOU GIVE FROM ONE R TO THE NEXT AND NOTE EXAMPLE NUMBER GIVEN IN () ON CODESHEET IN SPACE FOR Q ANSWER, FOLLOWED BY ACTUAL Q ANSWER, IF ANY

- 1. Asked someone else to drive
- 2. Taken a taxi, bus, subway or walked
- 3. Stayed overnight
- 4. Stopped drinking early/waited at least one hour before driving
- 5. Used a breathalyzer test before driving
- W. Other (Specify)
- X. No / Don't Know (GO TO Q. 48)
- Y. Refused (GO TO Q. 48)

47. Why did you try to avoid driving after you had more than 2 drinks?

IF R ASKS FOR AN EXAMPLE, ROTATE THE EXAMPLE YOU GIVE FROM ONE R TO THE NEXT AND NOTE EXAMPLE NUMBER GIVEN IN () ON CODESHEET IN SPACE FOR Q ANSWER, FOLLOWED BY ACTUAL Q ANSWER, IF ANY

1. I was afraid of getting caught by the police
2. I was involved with the police for driving while impaired
3. I was afraid of having an accident
4. I was involved in an accident after drinking or my friends or family were involved in an accident
5. I was afraid of losing my licence or going to jail
6. I felt that it was wrong to drive while impaired
7. Personal reasons, pressure from family, friends, work
- W. Other (Specify)
- X. Don't Know
- Y. Refused

Now I would like to ask you a few final questions about yourself. I would also like to remind you that all of your answers will be kept strictly confidential and reported in such a way that you cannot be identified. While we need responses which are as complete and as accurate as possible, if there are any questions which you would prefer not to answer, just let me know and I'll go on to the next question.

48. During the past month, have you used any of the following drugs and then driven ?

- A. Prescription drugs such as sleeping pills, diet pills, tranquillizers or antidepressants?
 - B. Other prescription drugs such as heart medication, insulin or antibiotics?
 - C. Over-the-counter drugs such as codeine, antihistamines or cold medications?
 - D. Marijuana or hashish?
 - E. Other drugs such as LSD, heroin, mescaline or cocaine?
1. Yes
 2. No
 - X. Don't Know
 - Y. Refused

49. During the past 3 years, have you had your licence suspended for 24 hours for a drinking and driving offence? If YES, how many times:

1. _____ (number of times)
2. No
- X. Don't Know
- Y. Refused

50. During the past 3 years, have you been charged for a drinking and driving offence such as driving while impaired, or for having a blood alcohol level over .08 percent, or for refusing a breathalyzer test? If YES, how many times:

- 1. _____ (number of times)
- 2. No
- X. Don't Know
- Y. Refused

51. Have you been in any motor vehicle accidents during the past three years with you as the driver, even if it wasn't your fault? If YES, how many times:

- 1. _____ (number of times)
- 2. No
- X. Don't Know
- Y. Refused

52. The following are some statements about the way people drive. Tell me if each statement is often, sometimes, seldom or never true for you.

- A. I swear out loud at other drivers
- B. I like to pass other cars on the highway even if I'm not in a hurry
- C. I lose my temper when driving
- D. Driving at high speeds is exciting
- E. I make rude signs at other drivers who annoy me
- F. It is fun to manoeuvre and weave through traffic

- 1. Often
- 2. Sometimes
- 3. Seldom
- 4. Never
- X. Don't Know
- Y. Refused

(ONLY READ IF YOU HAVE SKIPPED FROM Q.38)

Now I would like to ask you a few final questions about yourself. I would also like to remind you that all of your answers will be kept strictly confidential and reported in such a way that you cannot be identified. While we need responses which are as complete and as accurate as possible, if there are any questions which you would prefer not to answer, just let me know and I'll go on to the next question.

53. How old were you on your last birthday? _____

- 1. _____ (16 through 99)
- Y. Refused

54. What is your current marital status?

1. Single (never married)
2. Married, including common-law
3. Living with partner
4. Separated
5. Divorced
6. Widowed
- Y. Refused

55. What is the highest level of education you have ever attended or completed?

1. No schooling
2. Elementary school
3. Some secondary or high school diploma
4. Secondary or high school diploma
5. Some college
6. College diploma
7. Some university
8. University degree
- W. Other education or training
- X. Don't Know
- Y. Refused

56. Which of the following best describes your main occupational activity during the past 12 months:

1. working at a job or business
2. looking for work
3. being a student
4. retired
5. keeping house
- W. other (specify)
- Y. refused

57. What is/was your usual occupation:

1. _____ (specify)
- Y. refused

58. Approximately, what will your household's total income be for 1988. I don't need to know the exact amount, I'll just read you a list of figures and you stop me when I get to the right amount:

1. \$0 to \$5,000
2. \$5,000 to \$10,000
3. \$10,000 to \$20,000
4. \$20,000 to \$30,000
5. \$30,000 to \$40,000
6. \$40,000 to \$50,000
7. \$50,000 to \$60,000
8. more than \$60,000
- X. Don't Know
- Y. Refused

59. Any finally, could you tell me what community you live in so that we can confirm the accuracy of our sample?

1. _____ (Enter location code)

W. Other (Specify)

Y. Refused

101. Vancouver

102. Grand Forks P.

103. Fernie P

201. Prince George City

202. New Westminster

203. Burnaby

204. Coquitlam M

205. Penticton M

206. North Vancouver City M

301. Nanaimo M

302. Langley Town M

303. Matsqui M

304. Richmond M

305. Surrey Dist M

306. Victoria City M

60. Record Respondent Gender

1. Male

2. Female

Those are all my questions.

I can tell you now that the survey is sponsored by the
CounterAttack Program

Thank you very much for your time.